**SOCIAL ENTREPRENEURSHIP**

Social entrepreneurship refers to the creation of innovative enterprises to make positive and sustainable impact on society / environment.

**Or**

It refers to the specific corporate and business model that intends to yield social and charitable benefits besides pursuing the maximization of profits.

**A social entrepreneur** is someone who recognizes a social problem / need and uses entrepreneur principles to organize, create and manage a venture to make social change.

**Salient features of social** **entrepreneurship**

* Decision making power is not based on capital ownership
* There is limited distribution of profits and minimum amount of paid work.
* There is a formulated mission to create and sustain social value and benefit the communities.
* There is participatory and collective nature involving various stakeholders.
* It is characterized by change opportunities lying in the hands of every individual.
* There is engagement in innovation, adaption and learning.

**Objectives of social entrepreneurship**

* To create a sustainable impact on the society
* To improve standards of living by creating new jobs.
* To generate new goods and services.
* To activate citizen’s participation at all levels.
* To nurture democratic processes.
* To integrate new comers, marginal groups, immigrants and vulnerable groups of the population.
* To develop intercultural competence.
* To create wealth through investment and generation on investment
* To improve on the image of local areas
* To use regional resources in a creative and effective manner.
* To empower people to change their lives and get motivated.

**IMPORTANCE OF SOCIAL ENTREPRENEURSHIP**

* Creates a sustainable impact on the society and environment by addressing root cause instead of creating short-term solutions.
* Improves living standards by creating new jobs.
* Generate new goods and services.
* Helps to activate citizen’s participation in decision making at all levels.
* Helps to nurture democratic processes.
* Helps to integrate new comers, marginal groups, immigrants and vulnerable groups of the population.
* Helps to develop intercultural competence.
* Helps to create wealth through investment and generation on investments.
* Helps to improve on the image of local areas through creating social enterprises.
* Helps to utilise regional resources in a creative and effective manner.
* Helps to empower people to change their lives and get motivated.
* Leads to more sustainable infrastructural development if practiced by many people.

**OPPRTUNITIES FOR SOCIAL ENTREPRENEURSHIP**

* **Social investment funds**. These pool together various sources of funding from donations of wealthy individuals, corporations and banks to invest in social enterprises. They are similar to business investment funds in that money given is paid back over time.
* **Foundations**. These genearlly grant (money that which does not have to be given back) to start-up social enterprises. They distribute start-up grants for new social enterprises.
* **Community Based Organisations, Non – government Organisations and local opportunities.** These are organisations which do not earn profit, but have a social mission. They aim atimproving the social and economic conditions in whatever way they can. They provide opportunities forfunding, resources, employment and partnership.
* **Governments and embassies**. These provide policies, grants, technological support and other incentives to support people who are working to positively impact society and the environment. Foreign embassies also often set aside funding for local solutions to local problems.
* **Social entrepreneurship as a career option**. Social entrepreneurs face unlimited opportunities for creating a better world in which to live. In countries with high levels of unemployment, it is an especially promising career option for youth who do not want to join the long line of job seekers. There are new courses, online resources and job opportunities for social entrepreneurs.

**SOCIAL CONCERNS OF BUSINESS**

A social concern refers to any issue, problem or conflict that is a high priority for a society to solve or prevent.

**Examples of social concerns**

* Homelessness
* Hunger
* Drug abuse
* Environmental degradation
* Lack of clean and safe water
* Air and water pollution
* Unemployment/poverty
* Limited health facilities
* School dropout problem
* Domestic violence
* Lack of opportunities for education
* Lack of education
* Limited supply of goods and services in the community
* Limited market for community products
* Limited financial support
* Limited creativity and innovation
* Insecurity

**COMMUNITY RESOURCES**

These are resources that are collectively controlled by the community e.g. community land, structures like schools, physical space e.g. town buildings, playing grounds etc, community institutions like library, local police, universities etc, Non-governmental organizations like cultural groups, elderly groups, faith based groups, churches, mosques, social groups.

These social community resources provide opportunities for members in the community to use them for the benefit of the community at large.

**COMMUNITY DEVELOPMENT**

Community development refers to the process where community members come together to take collective action and generate solutions to common problems.

**THREATS TO COMMUNITY DEVELOPMENT**

***(Barriers to community development)***

**Poverty due to unlimited incomes**. These breeds social behaviors like theft, murder, child

Abuse and domestic violence.

**Discrimination**. This involves unfair treatment of one person or group usually because of judgements about their place and family of birth, age, religion, gender, income level or physical and mental ability.

**Corruption.** This involves redirecting resources for private benefit which reduces funds meant to finance community development projects.

**Inequality, bias and nepotism**. This results into some groups of individuals having different wealth, rights, status and opportunities compared to others.

**Lack of commitment by stakeholders, users and the community** towards community development project activities.

**Ignorance**. This is the lack of information or knowledge. This creates different groups in the society i.e. those who have information and those individuals who do not have information in the community become powerless.

**Dependency**. This is a state or needing to rely on somebody or something for help or support especially financial support which limits income available to one for development.

**Dishonesty**. This is where private individuals benefit at the expense of the community as a whole.

**Diseases like cancer** that reduce participation of the affected ones in community development.

**Lack of role models and mentors.** This is a threat to community development because individuals may not have people that they admire and also get inspired to develop as an individual and a community as a whole.

**Environmental degradation like pollution**. This includes all human activities that negatively affect the environment and this reduces its productivity.

**Lack of competent community based leadership.**

**Lack of proper planning of project development, delivery and evaluation.**

**POSSIBLE SOLUTIONS TO COMMUNITY THREATS IN UGANDA.**

* **Strengthening/implementing government laws of punishing corrupt officials.**
* **Increasing education/awareness of the masses**
* **Increasing opportunities for the disadvantaged.**
* **Improving hygiene/cleanliness**
* **Empowering the community through education.**
* **Encouraging the establishment of income generating activities.**
* **Improving the quality of education system**
* **Controlling environmental degradation through afforestation.**
* **Increasing advocacy for the disadvantaged group.** This involves the social entrepreneurs urging government to provide support in form of donations, grants such that services are extended to communities that are disadvantaged.
* **Training community members to be part of a social enterprise**. This is where community members are encouraged to make contributions as membership and at the same time purchase goods or services at relatively low costs as enterprise provide opportunities for markets for community products and services.

**Social entrepreneurs**

A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create and manage a venture to make social change.

**Or**

Social entrepreneurs are individuals with innovative solutions to society’s most pressing problems.

**CHARACTERISTICS OF SOCIAL ENTREPRENEURS**

**Personal leadership**. Social entrepreneurs lead by examples and they have the

ability to influence other people.

**Ethical and principle-centered**. Social entrepreneurs are principle centered because they make decisions basing on values and rules.

**Goal oriented and visionary**. Social entrepreneurs start with a positive vision and then set attainable goals to reach that vision.

**Good listeners**. Social entrepreneurs listen to peoples’ ideas and comments to learn their mistakes and then act on comments to improve on their performance.

**Risk takers**. Social entrepreneurs take moderate risks with reasonable chance of success. They try to lessen risk by involving many other people.

**Advocators.** Always speak up and take action of what they believe is right even if there is opposition.

**Empowering.** They believe in and use the potential of the people they help.

**Optimistic and flexible**. Social entrepreneurs must tolerate uncertainty and they are positive and determined to succeed.

**Creativity.** They have the ability to think differently to find innovative solutions to lead a social enterprise.

**Self-confidence**. They are confident in creating solutions that so many other people don’t dare to try even where other stakeholders have doubts about the feasibility of a project.

**Perseverance.** They try harder than others to change the world.

**Team spirit.** They have the ability to collaborate with every stakeholder to lead successfully a social project.

**Adaptability.** They have the ability to adapt to the world that changes rapidly and find innovative solutions to the world’s most pressing issues.

**ROLE/RESPONSIBILILTIES OF SOCIAL ENTREPRENEURS IN COMMUNITY**

***(Social responsibilities of business)***

* Providing access to education facilities for example scholarships being provided by Madhivan Group of Companies.
* Providing access to health services like St. Benedict health centre in Jinja
* Providing sustainable source of income.
* Creating positive sustainable impact on the society.
* Increasing opportunities to the disadvantaged and vulnerable groups of the
* Community e.g. disabled people, poor ones etc.
* Conserving the environment through social activities like tree planting.
* Teaching the community to be creative and innovative.
* Provision of employment opportunities to public like Sanyu babies home.
* Improving on quality of life of people by providing employment.
* Improving infrastructure like water and power extension.
* Utilizing the would be idle resources in the community.
* Empowering people by equipping them with survival skills.
* Contributing towards government revenue in form of taxes.
* Providing market for local products.

**STEPS TO BECOME A SOCIAL ENTREPRENEUR**

The following are steps involved in becoming a social entrepreneur.

**Discovering vision, passion and skills.** This involves discovering where you want to be in future, what you love to do and what you are good at doing.

**Identifying opportunities in the community.** This spotting opportunities for social entrepreneurship from the community e.g social investment funds, foundations.

**Matching the vision with community opportunity**. This is done through carrying out market research in order to get more information about the opportunity.

**Acting and spreading change.** This is done through preparing the social enterprise plan.

**SOCIAL ENTERPRISES**

Social enterprises are businesses with primarily social objectives whose surpluses are reinvested for that purpose in the business or in the community rather than being driven by the need to maximize profits for shareholders and owners.

**Or**

A social enterprise is an activity of a non-profit that employs entrepreneurial and market driven strategies for earned income in support of its mission.

Such enterprises do not aim to offer any benefit to their investors, except where they believe that doing so will ultimately further their capacity to realise philanthropic goals.

**Examples of social enterprises in Uganda**

* Community hospitals
* Microfinance organisations
* Employment agencies
* Send a cow community projects
* Tree planting projects
* Garbage value- addition projects
* Nursery beds
* Schools
* Hotels
* Projects helping orphaned children
* Babies homes
* Heifer project Uganda

**CHARACTERISTICS / FEATURES OF SOCIAL ENTERPRISES**

* They have clearly stated objectives that benefit the community.
* They have developed creative ways to work together with a strong volunteer base.
* They use entrepreneurial skills of private sector to fulfill a strong social mission.
* They use trading activities to achieve goals and financial self-suffiency.
* They strive towards equality of opportunity and encourage diversity in their volunteer and paid staff teams.
* The organisation strives towards honesty, integrity, humanity and enthusiasm for making a positive difference in the community.
* There is a clear set of ground rules or consultation for how the organization operates.
* Effective communication systems are important for keeping everyone informed and consulted.
* The governance and structure of organisation is based on equal participation by the work force and stake holders rather than fulfilling the demands of shareholders.

**TYPES OF SOCIAL ENTERPRISES**

**Non - profit enterprises**. These are enterprises that do not make financial profit from delivering their goods and services but relies on donation for funding e.g. world vision

**For profit** **enterprises**. These are enterprises that sell their products for- profit but focus on creating a sustainable positive impact.

**Hybrid social enterprises.** These are enterprises which mix non-profit and for-profit strategies.

Most social enterprises are hybrids.

**DIFFERENCES BETWEEN SOCIAL ENTERPRISES AND COMMERCIAL/BUSINESS**

**ENTERPRISES**

1. **Social enterprises** aim at achieving long term goals or results while **business enterprises** aim at short term/immediate results**.**
2. The end goal of **social enterprises** is sustainable impactwhile the end goal of **business enterprises** is profit maximization.
3. **Social enterprises** comprise of non-profit, for- profit and hybrid forms of business while businesses enterprises are purely for- profit form of businesses.
4. **Social enterprises** aim at social and environmental benefits for communities while **business enterprises** aim at profit making or monetary returns for private investors.
5. **Social enterprises** aim to serve vulnerable, disadvantaged and undeserved group while **business enterprises’** target market isonly potential customers.
6. The main impact of **social enterprises** is social, environmental and economic development while the main impact of **business** enterprises is production of goods and services.
7. **Social enterprises** involve beneficiaries i.e community members are empowered as partners in development while **business enterprises** do not involve beneficiaries i.e customers are only supplied products that meet their needs.

**SOCIAL ENTERPRISE PLANNING**

Social enterprise planning refers to the process of establishing what a social entrepreneur intends to do, how to do it, for whose benefit and how it will report on its performance and its impact.

**SOCIAL ENTERPRISE PLAN**

A social enterprise plan is a tool that demonstrates how a social purpose will be created.

Social enterprises do not business plans, they need social enterprise plans that demonstrate how they will be environmentally responsible and how they will achieve financial sustainability.

**STRUCTURE/COMPONENTS OF A SOCIAL ENTERPRISE PLAN**

**Introduction**. This gives the background of the business, its vision statement and mission.

**Theory of change**. This helps to connect the vision to the activities, inputs so as to create desired outcomes/impact.

**The opportunity/problem**. This gives the specific social problem the business idea seeks to address.

**Innovation**. This looks at the root cause analysis of the problem and the strategies/solutions to it. **Management and operations**. This looks at the roles and responsibilities of management in creating impact on society and management.

**Sustainability.** This consists of activities performed by management to ensure sustainability of the social enterprise for example profit management budget, renewal of resources, budgeting and advocacy.

**BENEFITS OF PREPARING A SOCIAL ENTERPRISE PLAN**.

* Demonstrates how a social purpose will be achieved.
* Demonstrates how the social enterprise will be environmentally responsible.
* Demonstrates how the social enterprise will be achieving financial sustainability.
* Guides in strategic planning of the social enterprise.
* Guides in the day to day operations of the social enterprise.
* Used in monitoring and evaluating business operations.
* Gives the background of the business, its vision and mission
* Helps to connect the mission to the activities, inputs so as to create desired outcomes/impact.
* Gives the specific social problem the business idea seeks to address.
* Helps to identify the root cause analysis of the problem and the strategies/solutions to it.
* Gives the roles and responsibilities of management in creating impact on society and management.
* Identifies the activities performed by management to ensure sustainability of the social enterprise.

**THEORY OF CHANGE**

The theory of change refers to a tool for planning, participation and evaluation that is used by nonprofit enterprises to promote change.

**Or**

It refers to the tool that defines the long-term goals and works backward to accomplish the intended goal.

**Social change** refers to the deliberate process of creating and applying ideas, strategies and actions to promote the worth, dignity and development of individuals, communities and organisations.

**CONTENTS OF A THEORY OF CHANGE**

**Vision**. This gives the long term objective of the organisation.

**Inputs**. These are resources devoted by an organisation to a particular programme like time and money.

**Activities.** These are tasks performed to achieve the desired impact like a training program aimed at producing graduates.

**Outputs**. This is what the project/program produces on the people or issues one serves to address. For example, the result of a training program might be the number of graduates who get a job and keep it for a particular period. Outcomes must be measurable.

**Impact.** This refers to the long term results of the outcomes that leads to accomplishment of the vision. Impacts are hard to measure since they may or may not happen. For example, graduating from a training program may eventually lead to a better quality of life for the graduate.

**Note:**

A program is a good or service that an organisation provides to change a situation.

**Example of theory of change: kick start**

Two social entrepreneurs, Nick Moon and Martin fisher founded Kick start in 1991 to help end poverty in Africa. Their focus is on creating agriculture technologies to create jobs and increase productivity. Because the costs of these technologies were too high for most rural farmers. Kick start developed a new business model to bring low cost, efficient tools. They invented irrigation pumps that can double the yield of a small farm. Using the pump farmer can water 10,000 seedlings in one hour. The innovation has helped over 349,000 farmers out of poverty.

**Write the theory of change for kick start.**

**Vision**

To end poverty in Uganda

**Impact**

Creating agriculture technologies to create jobs and increase productivity

**Out comes**

Farmers being able to water 10,000 seedlings in one hour

The innovation has helped over 439,000 people to get out of poverty

**Activities**

Developing a new business model to bring new low costs and efficient tools.

Using irrigating pumps that double the yield

**Inputs**

Water, seedlings irrigation pumps, land people (labour)

**Example 2**

You have established a social enterprise dealing in manufacturing of furniture using less timber so as to fight deforestation. Present a theory of change for your business.

***ENTEBBE SUPER SOCIAL ENTERPRISE***

***PO BOX 100 MUKONO***

***TEL: 0782212121***

**Theory of change**

**Vision**: To be the top manufacturer of high quality furniture in Uganda.

**Impact**: Manufacturing of high quality furniture reduces the need for replacement of damaged furniture as well as using less timber since some parts are done using metals to avoid deforestation.

**Outcomes**. The number of desks, tables and other furniture items in the

surrounding schools and homesteads.

**Activities**: Sourcing for high quality timber and metals, planning and smoothening timber, ensuring quality finishing and varnishing, carrying out proper display and storage.

**Inputs:** These include timber, machinery, Human resource (people), financial resources (money) and information resources (knowledge).

**Example 3**

You are a general manager of a poultry farm operating as a social enterprise. You

plan to expand your market share as well as improve on general management.

**Write a theory of change of the enterprise.**

**KAGIMU’S POULTRY FARM**

**P.O BOX 16, KAMPALA**

**THEORY OF CHANGE**

**Vision**: To be number one poultry farmers in Uganda

**Impact**: Producing high quality eggs and chicken

**Outcome**: Improved health of the people

**Activities**: Buying chicks, feeding, vaccination cleaning Utensils and troughs, deworming, de-beaking and medication.

**Inputs**: chicks, Buildings, drugs, feeds, water, money, information resources (knowledge)

**BENEFITS OF THE THEORY OF CHANGE**

* Gives long-term objective of the organization.
* Gives a foundation for writing the entire social enterprise plan.
* Helps to identify resources to be employed in the change process.
* Helps to identify the type of activities that will lead to the desired outcome.
* Aids better planning of how change will actually happen.
* Leads to better evaluation of progress.
* Helps in identifying strategic/right partnerships and technical assistance.

**Concepts in Social Entrepreneurship**

**1. Positive:** This is the mission to which the enterprise is created for i.e. to have

meaningful change in the society.

**2. Innovative:** It is an innovative enterprise that accomplishes its mission in a new

and better way.

**3. Impacts:** These are the results that are created by the social enterprise.

**4. Sustainable:** This is the creation of enterprise that can last for long due to its

activities in the society.

**5. Empowerment:** This is the ability to increase one’s strength and capacity to do

something.

**SOCIAL IMPACT**

Social impact refers to the effect an organisation’s actions have on the well-being of the community.

Or

It refers to the significant positive change that addresses a pressing social challenge.

**WAYS TO MAKE A SOCIAL IMPACT IN THE COMMUNITY/EXAMPLES OF POSITIVE SOCIAL IMPACT.**

* Providing houses for the poor.
* Serving food to those in need like the homeless and the hungry.
* Increasing opportunities for the disadvantaged.
* Cleaning up public places like hospitals, taxi parks, bus parks and market places.
* Planting trees
* Bringing awareness to a social or environmental cause that you care about.
* Reporting harmful content.
* Increasing access to goods and services like food, health, housing, safety, waste management and education.
* Increasing knowledge through education and awareness like increased awareness of diseases such as HIV/AIDS gives people the knowledge to avoid transmission, recognize the symptoms and seek proper treatment.

**INDICATORS OF A POSITIVE SOCIAL IMPACT IN A COMMUNITY**

* Clean environment
* Healthy community
* Educated and empowered community members
* Wealthy community.
* Safe and secure community
* Increased employment opportunities
* Increased graduates with jobs
* Reduced poverty levels.

**ROOT CAUSE ANALYSIS (RCA)**

Root cause analysis refers to the systematic process of identifying the underlying cause of a problem and devising solutions to respond to the cause.

**Or**

It refers to the process of identifying the primary cause of a problem to come up with lasting solutions.

**STEPS INVOLVED IN CONDUCTING A ROOT CAUSE ANALYSIS**

1. Defining the problem
2. Gathering information and evidence about the problem.
3. Identifying all issues and events that contributed to the problem
4. Determining the root cause(s)
5. Identifying recommendations for solving the problem.
6. Selecting the best solutions for eliminating the problem.
7. Implementing the selected solutions.

**STRUCTURE OF A ROOT CAUSE ANALYSIS**

**The primary goal of using RCA is to analysis problems or events to identify:**

* What happened (problem statement)
* How it happened (why that is, the possible causes of the problem)
* Why it happened (root cause)
* Actions for preventing reoccurrence (necessary actions)

**Benefits of conducting a root cause analysis**

* Helps to avoid treating symptoms rather than the root cause.
* Help to develop permanent solutions to a problem by identifying its root cause.
* Helps to develop a problem solving approach by basing on already existing data.
* Helps to identify current and future needs for organizational improvement.

**Example**

**As a social entrepreneur carry out a root cause analysis for malaria in your village**

**Solution**

Statement of need/problem Malaria

Why: Mosquitoes

Why: Stagnant water

Why: Poor drainage

Why: Poor planning

Root cause: Ignorance

Necessary actions: Sensitisation of the community about the main cause of malaria and how it can be reduced.

**SUSTAINABILITY Vs SUSTAINABLE DEVELOPMENT**

**Sustainability** refers to the ability of something to exist constantly.

**Sustainable development** refers to the development that meets the needs of the present without compromising the ability of future generations to their own needs.

**Ways of promoting sustainable development.**

* Planting more trees to improve the air quality, food and shelter.
* Minimising waste in form of reduced food that is thrown away.
* Ensuring efficient waste management.
* Recycling natural resources or waste that would have been thrown away or burned and bringing to a recycling facility in order to turn it into a new product.
* Purchasing energy efficient appliances to save energy.
* Conserving energy and minimising waste through reducing utility bills.
* Using public transportation more often to minimize car pollution.
* Supporting organisations dedicated to sustainability by joining these groups.
* Growing own gardens to provide food as the food we buy from groceries is not always grown through sustainable methods.

**SOCIAL ENTERPRISE SUSTAINABILITY**

This refers to the ability of the social enterprise to survive and endure overtime.

**Or**

It refers to the ability of the social enterprise to renew its own resources or maintain its impact.

**TYPES OF SOCIAL ENTERPRISE SUSTAINABILITY**

**Financial sustainability**. This refers to the ability of enterprise to survive and endure financially overtime.

**Social purpose sustainability.** This refers to the ability of the enterprise to survive and deepen its social impact overtime.

**WAYS OF ENSURING SOCIAL ENTERPRISE SUSTAINABILITY.**

* Ensuring a clear project long term goal.
* Hiring and retaining committed staff.
* Ensuring regular training of staff to equip them with diverse skills, strength and experience.
* Developing long term partnerships with donors to ensure financial sustainability.
* Reinvesting of the business profits to ensure project financial sustainability.
* Lobbying government for support especially financial support and tax exemptions.
* Insuring of the enterprise against risks for continuity.
* Involving key stakeholders, users and the community in project development, delivery and evaluation.
* Using local materials and technology from the community.
* Ensuring proper succession planning for handling power to the next generation.
* Ensuring democratic leadership to nurture young project managers.
* Ensuring project diversification by having more than one product.
* Engaging volunteers to perform some activities.
* Ensuring regular evaluation of the project to identify the activities that are not achieving results and therefore, dropped and those to be carried forward.
* Building capacity of trustees, staff and volunteers. A well trained and highly skilled staff is a valuable asset in ensuring project sustainability.
* Developing effective marketing and communication plans with key stakeholders, users and the community to deliberate on how best to sustain the project.
* Creating and developing partnership work with other groups so as to acquire diverse skills, strength and experience to serve communities better.
* Providing education and community outreaches to strengthen beneficiaries’ participation.
* Practicing community advocacy that is, sensitizing the community about the benefits of the project.

**ADVOCACY**

Advocacy refers to the verbal, written or symbolic actions to promote a mission or cause. It is a way of asking for help from those who can to promote a mission or social impact.

**ADVOCACY PRESENTATION STRUCTURE**

This looks at the way information one needs the audience to know is presented for quick and easy understanding. This is usually done through a ***business pitch*.**

**Business pitch**

This is a tool used to introduce one’s business idea in a quick, easy to understand and persuasive verbal summary. Pitches are always short and persuasive for example GEPIC pitch.

**STEPS INVOLVED IN ADVOCACY STRUCTURE (GEPIC STRUCTURE)**

**The GEPIC structure for advocacy**

**Greet:** Recognize and greet the audience, do self introducation and state the purpose of speaking

or writing.

**Engage:** catch the interest of the audience with a quote, statistics, a story or shocking facts. This should make the topic interesting to the audience.

**Problem / opportunity:** Express the problem/opportunity in clear facts without your opinion. Explain how seriously or wide spread the problem is, the nature of the opportunity, or details about the current reality.

**Inform:** Explain your view on the opportunity and inform the audience of the solution propose.

**Call to action:** Call the audience to take action to support you.

**Example one of GEPIC structure**

**Greet:** Thank you every one for coming to listen to me today. As a student in our community, I care deeply about our collective future and the problem of severe unemployment which affects not only you and me, but also affects your children, my friends, brothers and sister and every one’s opportunities.

**Engage:** Last year, my dad showed me a story in the newspaper of man who died by falling out of a cargo air plane. When I asked Dad why this man sneaked onto the plane, he said “he was a man looking for work in another country”

**Problem:** Today, Uganda graduates about 36,000 men and women a year from different universities. Of these 36,000, only 20% find employment. Near 40% are the first in their families or entire village to go to university. Yet all those jobless graduates return home like a man who died in the aero plane, with no hope.

**Inform:** Many people talk about the need for more job creators rather than job seekers. But they stop at talking what we need is more action and for youth like me and your children to start creating projects and jobs now.

**Call to action / challenge:** I am here today to challenge you to become part of the solution to this major problem. I want you to stop talking and join us by investing in our poultry project, by supporting us, you helping to change Uganda.

**Example 2**

**GEPIC STRUCTURE FOR ADVOCACY FOR INSPIRED ENVIRONMENT FORUM**

**Greet:** Thank you everyone for coming to listen to me today. A person interested in environment preservation. I care deeply about the way our environment has been abused which affects all of us as a community and the generation to come.

**Engage**: last week, my dad showed me a picture of a man who was cutting a tree near a lake which had a crocodile, a lion was at the lake shores, a snake on the tree. When I asked what it meant, he replied that all others trees were cleared now all animals have hope in this remaining one which the man is cutting too. So they are waiting to eat him up.

**Problem:** Today, the changes in seasons are a result of deforestation, the wild animals that have encroached people’s homestead are as a result of deforestation, famine, poverty and the drop in our country’s tourism industry all also attributed to deforestation and environmental abuse.

**Inform:** Many people talk about the need for protecting environment but they only stop on mentioning the statement, we need more actions than words to solve the problem of environmental degradation.

**Challenge / call to action**: So, I am here today to challenge you to become part of the solution to this major problem. Let us go-greet by planting down trees and stop cutting the existing ones. By so doing we would have support agriculture, tourism and the bio diversity and thus have made this world a better place to live in.

**Example 3**

**GEPIC STRUCTURE FOR ADVOCACY FOR PROMOTING HEALTH**

**Greeting:** Our chief guest, invited guests and community members I greet you all.

**Engage**: Last week I went to Mulago Hospital and I was informed that roughly five people per week have been dying of poor hygiene and sanitation related diseases such as dysentery, diarrhea, among others. This shows that our hygiene and sanitation is still lacking but remember health is wealth.

**Problem**: From the analysis, we have come to realize that poor health is as a result of poor garbage disposal.

**Inform**: As concerned community members, we have come up with a project to fight the poor health in our community. We have put up public rubbish pits in the community to eradicate the disposal of rubbish everywhere.

**Call for action**: We kindly request for your co-operation as we work towards saving

the lives of people thank you.

**VISION AND VISIONARY LEADERSHIP**

**Vision i**s the ability to see clear, detailed mental picture of an idea or the future achieved after a long period of time.

**Visionary leadership** is the ability to lead and inspire others to see a clear detailed mental picture of an idea or future.

**STEPS FOLLOWED WHEN DEVELOPING A VISIONARY APPROACH**.

* Defining your vision
* Examining your current reality
* Identifying and acknowledging the gap
* Setting action steps to close the gap
* Identifying the required resources
* Setting priorities
* Choosing who is accountable for what for each task
* Getting commitment from those people
* Agreeing a start and end time
* Getting started

**Think of CHEWS as the solution to the PEDVU problems below:**

**Positive opportunities (CHEWS)**

**C** – Clean, sustainable and hygienic environment

**H** – Healthy community members

**E** – Educated and empowered community members

**W**- Wealthy community members

**S** – Safe and secure environment

**Negative opportunities (ask yourself how to solve PEDVU problems)**

**P-** Poverty amount community members

**E**- Environment degradation by various businesses

**D** – Diseases within people of the community

**V** – Violence among community members

**U** – Un educated and disempowered community members

**RESOURCE UTILISATION**

Resources refer to endowments that may exist in an area or locality.

**OR**

They refer to inputs/means/factors of production that are available to produce goods and services needed to satisfy human wants.

**RESOURCE UTILIZATION**

It refers to the process of making the most out of the available resources in order to achieve one’s objective.

**CHARACTERISTICS/FEATURES OF NATURAL RESOURCES**.

* Resources are relatively scarce/they are limited in amount.
* They have ownership.
* Resources have monetary value.
* Resources are combined together to produce a given output.
* Resources can be put to different uses.
* Resources are transferable/ their ownership can change from one person to another.

**Types of resources**.

**Human resources**. These refer to both mental and physical human efforts applied in the production of goods and services. They refer to the people available for employment in the production of goods and services basing on the level of skills, knowledge and skills.

**Natural resources**. These are gifts of nature that can be extracted to act as a source of raw materials in the production process like minerals.

**Information resources**. These involve the possession of the required knowledge on various aspects of life which is necessary for development by the members of the community. For example, having knowledge about a new method of production or technology.

**Time resources.** These involve the opportunity to do a similar activity. For example, being able to stock goods at the required time/season.

**Financial resources**. These refer to the money used to acquire inputs or capital assets that help in starting and operating a business.

**Technology resources.** This refer to machines, equipment and tools that are used to increase productivity and quality of resources.

**Capital resources**. These are man-made resources used to produce other goods. For example, tools, machinery, equipment, building, furniture etc.

**Managerial resources**. This refers to the organizing and coordinating factor in the production process like the entrepreneur.

**CLASSIFICATION OF RESOURCES**

**Renewable resources.**

These are natural resources which can be used again and again or can be reproduced by physical and chemical processes. Examples include solar energy, air, water and soil.

**Non-renewable resources.**

These are natural resources that cannot be replaced at all or within a reasonable time. They are called so because once they are used up, they are gone forever. Examples include oil, coal, natural gas and nuclear energy.

**WAYS OF SAVING NATURAL RESOURCES**

**Reduce**. This involves increasing the amount of natural resources used e.g. save fire wood and charcoal by using energy efficient stoves.

**Reuse**. This involves finding alternative ways of use of natural resources in new ways or to increase the life of natural resources. For example, filling plastic bottles with mud and using them as bricks to create a house.

**Repair.** This involves finding a way to repair and use again a product or natural

resource that is broken instead of throwing it away. For example, if a bicycle is broken down instead of throwing it away convert it into a machine that can create electricity.

**Recycle**. This involves collecting natural resources or waste that would be thrown away or

burned and bringing it to recycling facility in order to turn it into a new product. For example, collecting plastic bottles and selling to a recycling facility.

**BUSINESS AND NATURAL ENVIRONMENT**

Environment refers to things within our surroundings which influence the way of our lives and the way in which we do our daily activities.

**Components of the natural environment.**

There are natural things that we can see and those that we cannot see that surround the business and society. The natural things that surround us include:

* Land
* Water
* Plants
* Animals and birds
* Insects
* air

**DEPENDENCE OF THE BUSINESS ON THE NATURAL ENVIRONMENT**

Businesses depend greatly on the natural environment in many different ways like:

* Provision of land that serves as a home for business premises and operations.
* Provision of labour for use in the production process by business.
* Provision of capital for starting and operating business in form of loans.
* The environment provides business with transport network such as water, road and air.
* Provision of disposal facilities for business waste materials like smoke and rubbish.
* Source of raw materials like water, wood, gas, plants, animals and limestone.
* Provision of market for business goods and services.
* Provision of security to the business property and lives through local defense forces.

**USEFULNESS OF THE BUSINESSES TO THE NATURAL ENVIRONMENT**

***(How the natural environment depends on business/positive impact of business activities on the environment)***

**Positive impact of business activities in the natural environment**.

* Provision of social services like educational and health services.
* Acting as a center for training and developing local manpower.
* Generating government revenue through payment of taxes to the local and central government.
* Provision of goods and rendering services that satisfy the needs of people in society.
* Provision of market for the society’s products especially businesses using agricultural inputs.
* Provision of employment opportunities to members of the society in areas where they are located.
* Development of infrastructure like roads, power and water extension.
* Participation in community development programs e.g providing assistance to charities, welfare facilities etc.
* Improvement of food security through processing agricultural products.
* Providing information for research and study purposes for example information related to profitability and investment.
* Source of tourist attraction for example beaches and other recreation centres.
* Recycling wastes that would have harmful effects hence cleaning the environment.
* Improving the environment through planting trees.
* Utilizing idle resources like land and mineral deposits.

**ENVIRONMENTAL THREATS**

Environmental threats refer to the negative impact of the business on the environment. Environment threats are caused by unsustainable use of resources.

**THREATS CAUSED BY UNSUSTAINABLE USE OF RESOURCES AND BUSINESS**

**ACTIVITIES/NEGATIVE IMPACT OF BUSINESS ACTIVITIES ON THE ENVIRONMENT.**

* Deforestation /clearing of vegetation/over cutting down trees.
* Pollution of air, water and noise.
* Degradation of land/loss of soil fertility.
* Displacement of people, animals, insects/loss of bio- diversity.
* Destruction of wetlands and swamps/reclamation of swamps and wetlands.
* Depletion/exhaustion of non-renewable resource such as minerals.
* Vibrations that weakens buildings and causes cracks in the soil structure
* Global warming as a result of destruction of the ozone layer
* Poor health as a result of water logging
* Moral decay due to manufacture of pornographic materials (due to influence of western culture)
* Accidents resulting from production machines and moving vehicles.
* Loss of environmental beauty as a result of waste materials which may be poorly
* Disposed.
* Climate change resulting into increased intensity of natural events like drought and heat waves.

**MEASURES/WAYS TO OVER COME/MINIMISE THREATS CAUSED BY UN SUSTAINABLE USE OF RESOURCES.**

* Setting up environmental standards to be observed by businesses in the course of their operations.
* Undertaking compulsory environment impact assessment of all new businesses.
* Conserving sources of raw-materials for instance reforestation.
* Looking for alternative packing of materials such as paper bags that can easily rot.
* Conserving of the soil through terracing, planting of trees and planting of cover crops.
* Treating of industrial wastes.
* Looking for alternative source of power i.e. the use of electricity and bio-gas.
* Ensuring proper garbage disposal through construction of proper disposal pits.
* Using chemicals which are not or less harmful to human life, animals and plants.
* Undertaking regular self-environment assessments (audits).
* Providing workers working in businesses that discharge gases and exhaust fumes with protective equipment like masks and noise covers to minimize health risks to workers.
* Ensuring effective use of raw –materials in a sparing way.
* Using silent machines and tools to reduce noise pollution.
* Compensating those who may have been displaced from their respective home areas.
* Recycling already used materials e.g. plastic materials can be recycled to avoid dumping them which could end up spoiling the environment.
* Designing labels which caution people about proper use of environment e.g. don’t liter.

**CLIMATE CHANGE AND GLOBAL WARMING**

**Climate change** is the changing temperature of the planet.

**Global warming** is an increase in the temperature of the planet. Climate change is a pressing environmental threat caused in part by increasing amounts of carbon dioxide (carbon) and other

gasses in the atmosphere.

Note: Global warming is a certain type of climate changes.

**EFFECTS/THREATS OF CLIMATE CHANGE**.

* Loss of farmland as a result of melting of glaciers in mountainous areas that cause the rivers to increase in size and change course.
* Displacement of people as as a result of melting of glaciers in mountainous areas that cause the rivers to increase in size and change course.
* Change in the pattern of seasons resulting into loss of crops by farmers.
* Low agricultural yields resulting into high food prices.
* Destruction of physical infrastructure by floods especially roads.
* Skin cancer as result of exposure to ultraviolet light from the sun.
* Desertification as result of changes in vegetation belts from forests to savannahs, and savannahs to deserts.
* Extinction of species which cannot survive the changing temperatures. Species go extinct or relocate, biodiversity is lost and tourism decreases, which causes the economy to suffer.

**WAYS OF REDUCING EFFECTS/THREATS OF CLIMATE CHANGE**

* Reducing dangerous emissions into the atmosphere of cars and factories.
* Planting more trees to improve the quality, food and shelter.
* Minimising waste in form of reduced food that is thrown away.
* Ensuring efficient waste management.
* Recycling natural resources or waste that would be thrown away or burned and brnging to a recycling facility in order to turn it into a new product.
* Purchasing energy efficient appliances to save energy.
* Conserving energy and minimising waste through reducing utility bills.
* Using public transportation more often to minimize car pollution.
* Supporting organisations dedicated to sustainability by joining these groups.
* Growing own gardens to provide food as the food we buy from groceries is not always grown through sustainable methods.
* Establishing strict environmental laws and standards about conservation of the environment.

**ENVIRONMENTAL STANDARDS**

**Environmental standards** refer to the administrative regulations or rules implemented for the treatment and maintenance of the environment**.**

**In Uganda, environmental standards were set by national environmental management authority (NEMA) and they include:**

**Air quality standards.** These protect against air pollution through emissions.

**Water quality standards.** These ensure safe water for drinking, industrial, agriculture, fisheries and wildlife purposes.

**Standards for the discharge of effluent into water.** These require plants to first treat their effluent before it is discharged into the water bodies.

**Standards for control of noxious smell.** These protect the environment against pollution by smell.

**Standards for control of noise and vibration pollution.** These protect the environment against noise and vibration pollution.

**Standards of subsonic vibrations.** These protect the environment against subsonic vibrations.

**Soil quality standards.** These protect the environment against poor practices that can degrade the soils.

**Standards for minimization for radiation.** These are aimed at controlling the effects of radiation.

**Standards for buildings and other structures**

**Standards for industrial products.**

**Standards for materials used in industry, agriculture and domestic uses.**

**Standards for solid waste disposal**

**Sample question**

1a) Explain the threats caused by entrepreneurs to the natural environment in Uganda.

b) Suggest strategies that can be adopted by social entrepreneurs to minimize the threats mentioned in (a) above.

2a) Describe the characteristics of successful social entrepreneurs in your community.

b) Explain the responsibilities of social entrepreneurs to the community.

3a) Explain the responsibilities of a business to society.

b) Suggest ways of reducing negative consequences of business operations on the natural environment.

4a) Assess the impact of business activities on the natural environment.

b) Suggest ways of minimising the dangerous caused by businesses to the natural environment.

5a) How do business enterprises depend on the natural environment?

b) Explain the effects of business activities on the natural environment.

6a) Distinguish between social entrepreneurship and sustainable development

b) Outline any two ways of ensuring sustainability of a social enterprise.

7a) Who is a social entrepreneur?

b) State any three environmental issues that are addressed by social entrepreneurs in your community.

8a) Distinguish between business enterprises and social enterprises

b) List any two indicators of the positive impacts of social entrepreneurship in your community.