# Social Entrepreneurship:

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Social entrepreneurship is an approach by individuals, groups, start-up companies, or entrepreneurs, in which they develop, fund, and implement solutions to social, cultural, or environmental issues. This concept may be applied to a wide range of organizations, which vary in size, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like profit, revenues, and increases in stock prices. Social entrepreneurs, however, are either non-profits, or they blend for-profit goals with generating a positive "return to society". Therefore, they use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care, and community development.

The nascent field of social entrepreneurship is growing rapidly and attracting increased attention from many sectors. The term itself shows up frequently in the media, is referenced by public officials, has become common on university campuses, and informs the strategy of several prominent social sector organizations, including Ashoka and the Schwab and Skoll Foundation foundations.

Social entrepreneurs aren't only concerned with profits. Success is also defined by how their business improves the world. Unlike nonprofits, social entrepreneurship still earns a profit, but the focus is placed on the social or environmental change made while earning that profit.

DIMENSIONS OF SOCIAL ENTREPRENEURSHIP

Social Problem

Business

Innovation
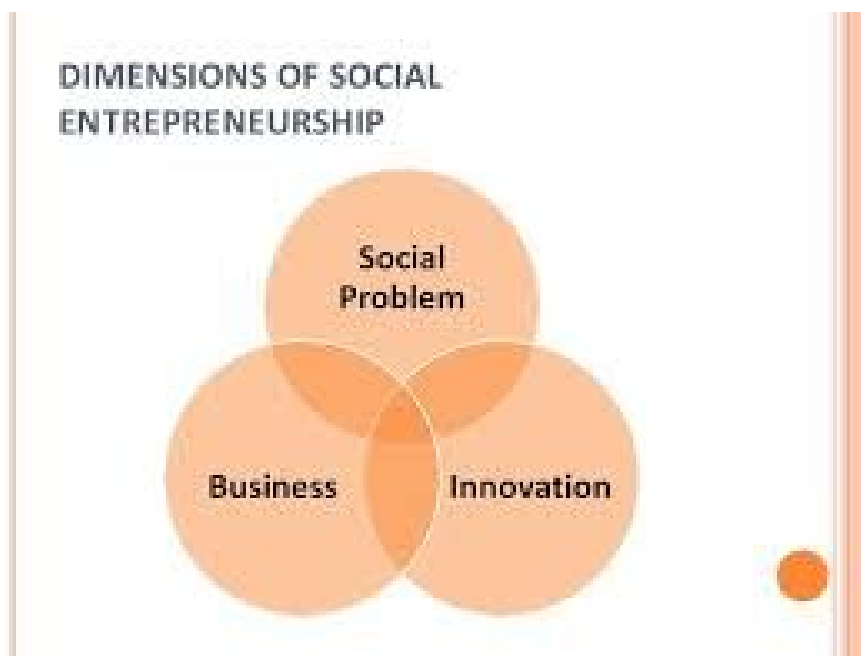
Few Examples:

1. Ben & Jerry's

Ben & Jerry's aims "to create linked prosperity for everyone that's connected to our business: suppliers, employees, farmers, franchisees, customers, and neighbors alike." They do this by using their power of purchasing to support positive change, keep their manufacturing footprint small and responsible, give back to local communities, and make delicious ice cream.

2. Warby Parker

To date, this eyewear company has given away over 4 million pairs of glasses through their "Buy a Pair, Give a Pair" program. They've also disrupted the eyewear industry and spawned countless copycat organizations.