



1. 4 Sustainability values

Business sustainability and social enterprises

Hierarchy of virtue



Corporate social responsibility

- CSR



This is the first of a series of short animations making the business case for sustainability



Commercial advantages of CSR

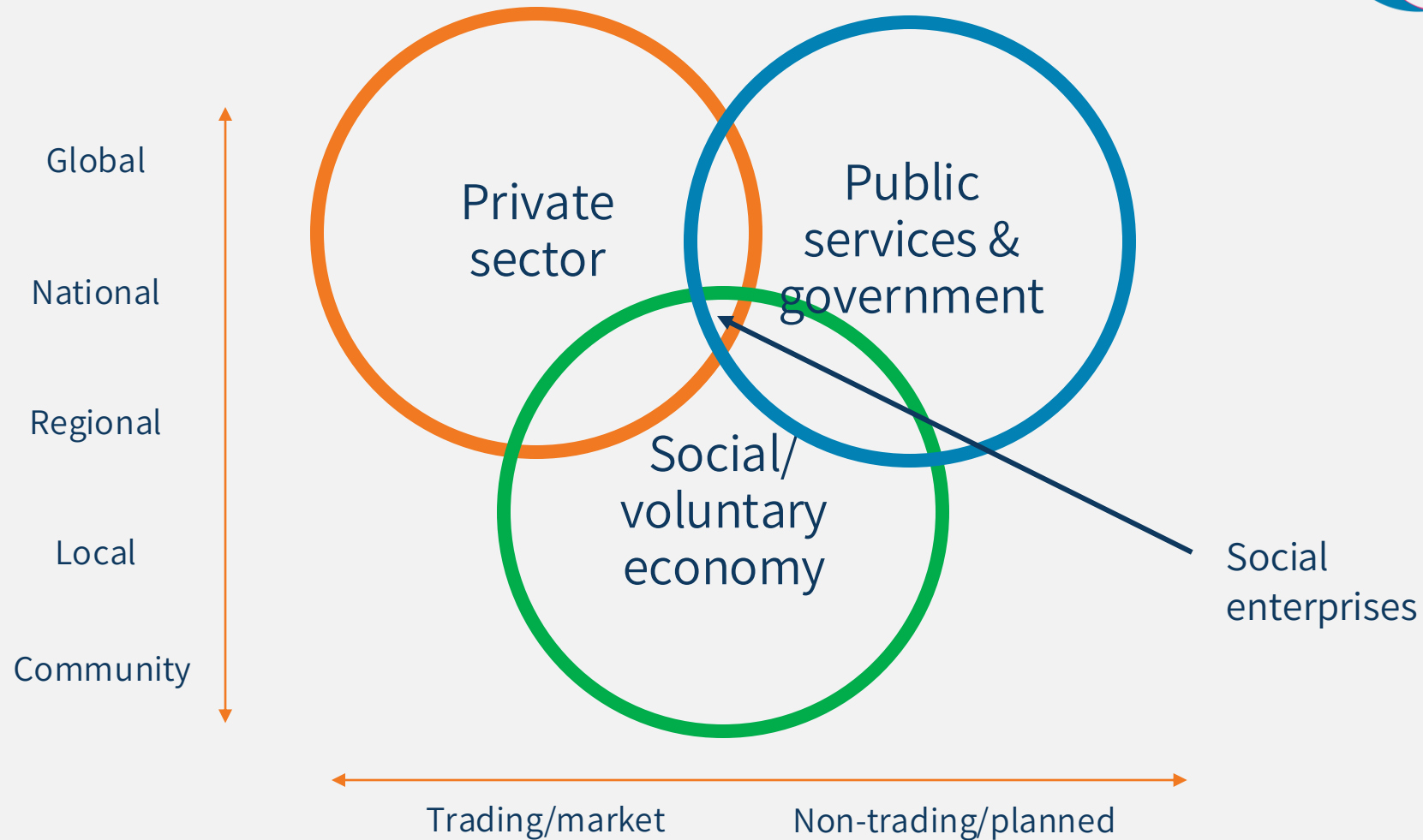


- Increased sales, brand identity & customer loyalty
- Reduced operating costs & productivity gains
- Improved new product development



Link to ICRS website

Three systems of the economy



Social enterprise criteria



- Must have a clear social or environmental mission set out in their governing documents
- Must generate the majority of their income through trade
- Must reinvest the majority of their profit
- Must be autonomous of the state
- Must be majority controlled in the interests of the social mission
- Must be accountable and transparent

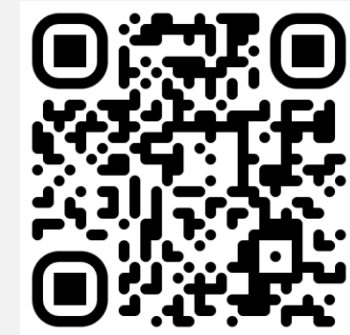
Social Enterprise UK

Conflicts within social enterprise

- Commercial vs social objectives
- Democratic accountability
- Nature of social objectives



Assignment



The Big Issue is a street newspaper founded by John Bird and Gordon Roddick in September 1991 and published in four continents.

Is The Big Issue Group a good example of social entrepreneurship?

Acknowledgments



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