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Social Entrepreneurship and vulnerable social groups

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SOCIAL ENTREPRENEURSHIP AND VULNERABLE SOCIAL GROUPS

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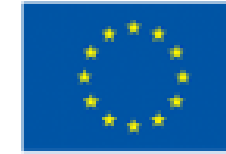
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SOCIAL ENTREPRENEURSHIP AND VULNERABLE SOCIAL GROUPS

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SOCIAL ENTREPRENEURSHIP AND VULNERABLE SOCIAL GROUPS

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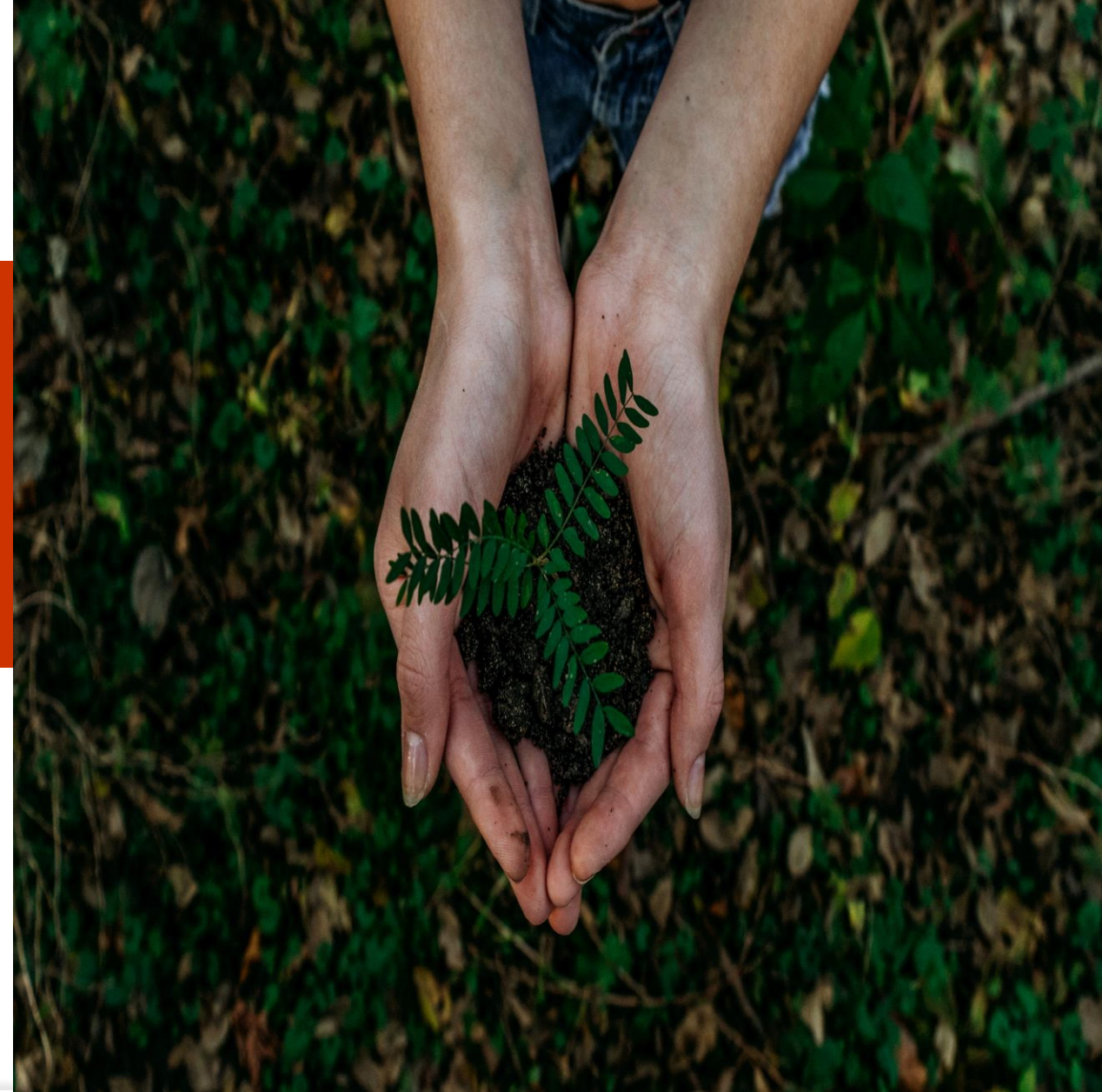
Chapter 14. Cases

Chapter 1

Introduction to Social Entrepreneurship

Claudia Alba Ortuño,

Vrije Universiteit Brussel, Belgium.



Chapter 1: Introduction to Social Entrepreneurship

Aim

To provide a brief and concise introduction to the concept and nature of social entrepreneurship (SE)

Definition of Social Entrepreneurship

Social Entrepreneurs' Backgrounds

Social Entrepreneur's Critical Success Factors

Networks and Social Entrepreneurship

Social Entrepreneurship as emancipation tool

Chapter 2

Variety of Social Enterprises

Savvatu Tsolakidou,

National and Kapodistrian University of Athens, Greece.



Chapter 2: Variety of Social Enterprises

Aim

This present chapter enables the readers to familiarize themselves with the main concepts associated with social economy and social enterprises. Some business models are presented to understand social enterprises holistically, and their legal structures are analyzed. Thus, the chapter presents the theory of social enterprises and their impact on the social economy.

Defining social economy

The spectrum of social enterprises

Social entrepreneurs co-creating with the community

Variety of SE business models

Legal structures for SEs

Chapter 3

Social Value Creation

Sami Huohvanainen,

Metropolia University of Applied Sciences, Finland.



Chapter 3: Social Value Creation

Aim

The reader will gain an understanding of the relationship between economic value creation and social value creation. Social value is a complex concept. It should be approached from a holistic perspective that includes elements of social motives and mission, generating impact on individuals and communities, and measurable goods such as jobs and enhanced economics that benefit shareholders of social enterprises.

Social Value Creation

Premises and mechanisms of social value creation

Multiple value creation

Shared value and shareholders

Significance of networks

Combining social value with business opportunity

Social value concept in Finland

Chapter 4

Challenges in Social Entrepreneurship

Iliya Kereziev and Diana Kopeva

University of National and World Economy, Bulgaria.



Chapter 4: Challenges in Social Entrepreneurship

Aim

This chapter aims to present the challenges faced by traditional entrepreneurs, particularly social entrepreneurs. These obstacles to entrepreneurship are compared between traditional and social entrepreneurs. The chapter presents strategies that social entrepreneurs use to overcome challenges and explains how to implement them.

Typical challenges of an entrepreneur

Challenges faced by social entrepreneurs

Strategies used to overcome their challenges

Chapter 5

Business Model Development for Social Enterprises

Eliana Vassiliou

Entrepreneurship and Social Economy Group (EKO), Greece.



Chapter 5: Business Model Development for Social Enterprises

Aim

we enable readers to familiarize themselves with basic concepts related to a business model for a social enterprise. Upon reading this chapter, students will become acquainted with the basic principles of a business model for SEs, recognizing how discrete contexts may affect its planning, embracing the procedure of evolving it, and understanding the notion of the social project chance recognition.

Key elements of the social enterprise Business Models

How does the Business Model of SEs Vary According to their Context?

Common problems SEs face

Main stages in the elaboration and implementation of a social business model

Social Venture Opportunity Identification

Chapter 6

Business Model Innovation for Social Enterprises

Sami Huohvanainen

Metropolia University of Applied Sciences, Finland.



Chapter 6: Business Model Innovation for Social Enterprises

Aim

Since social enterprises seek success economically and socially, such companies need to be innovative in their business model.

Therefore, this chapter introduces the basic concepts and relevance of business model innovation for Social Enterprises.

To that end, this chapter shows different approaches to business models, and how they are designed, chosen, and changed by social entrepreneurs.

What is a business model?

Social Innovation

Inclusive business model

Business Models at the Base of the Pyramid

How to design, choose and change a business model

How to adjust/change the business model

Chapter 7

Scaling Social Impact

Philippe Eiselein¹, Abel Diaz Gonzalez², Jorge Salas Vargas³

¹Odisee, Belgium; ²Maastricht University, The Netherlands;

³Universidad Católica Boliviana, Bolivia.



Chapter 7: Scaling Social Impact

Aim

This chapter aims to outline the main elements that define what social enterprises need to scale their social impact. To this end, we present below a series of strategies, requirements, and scaling models that may be useful for the reader to gain knowledge in this area of interest.

Scaling Strategies

Requirements

Models of scaling

Chapter 8

Social Impact and Impact Measurement

Iliya Kereziev and Diana Kopeva

University of National and World Economy, Bulgaria



Chapter 8: Social Impact and Impact Measurement

Aim

Measuring social impact is crucial in understanding if a social enterprise is making a real difference to society and its stakeholders. This chapter aims to introduce the social impact generation, the available tools, and how to measure the impact of social enterprises' interventions.

Importance of impact measuring for social enterprises

Designing and implementing an impact measurement strategy

Theory of Change

Key challenges of impact measurement for social enterprises

Communicating Social Impact

Chapter 9

Ecosystems for Social Entrepreneurs

Abel Díaz Gonzalez¹, Bart Leyen²

¹Maastricht University, The Netherlands,

²Vrije Universiteit Brussel, Belgium.



Chapter 9: “Ecosystems for Social Entrepreneurs”, connecting with others to unleash social impact

Aim

In this chapter we discuss how ecosystems operate, how all different actors within the ecosystems are interconnected, how the exchange of resources is facilitated, and the development of multiple capabilities for social entrepreneurs..

What is a supportive ecosystem?

How do Ecosystems for SEs operate?

What does a variety of actors mean?

Chapter 10

Funding Social Enterprises

Philippe Einselein, Odisee, Belgium.



Chapter 10: Funding in Social Enterprises

Aim

This chapter aims to provide more nuance and clarity on what is discussed in academic literature. The chapter provides an overview of the different funding sources available to social enterprises, the two mainstream strategies social entrepreneurs can opt between, the types of financial models they can develop, and factors of influence.

Funding sources for social enterprises

Strategies

Models

Factors of influence

Chapter 11

Social Entrepreneurship and Inclusive Business Models

Savvatou Tsolakidou,

National and Kapodistrian University of Athens, Greece.



Chapter 11: Social Entrepreneurship and Inclusive Business Models

Aim

It is important to analyze social vulnerability and the groups targeted through inclusive business models. Key factors linked with vulnerability are poverty, health status, ethnicity, and migration. Moreover, social enterprises may also support smallholders in establishing stronger negotiation positions in the market, via access to market information and capacity building.

Defining Inclusive Business Models and Social Entrepreneurship

Defining vulnerable groups

Inclusion of vulnerable groups through social entrepreneurship

The Contribution of Corporate Social Responsibility and Circular Economy

Chapter 12

Social Entrepreneurship in the Refugee Context

Savvatou Tsolakidou,

National and Kapodistrian University of Athens, Greece.



Chapter 12: Social Entrepreneurship in the Refugee Context

Aim

This chapter analyzes how social enterprises may serve as a tool for inclusion in the refugee context.

We review the vulnerability factors and the existing barriers for migrants to access the labor market. In addition, we present the work of social enterprises which employ or target refugees in Greece and the UK.

Vulnerability factors

Barriers to labor integration

Advantages of social enterprises

Chapter 13

Social Entrepreneurship at the Bottom of the Pyramid

Claudia Alba Ortuño¹, Romel Brun²

¹Vrije Universiteit Brussel, Belgium

²Universidad Católica Boliviana, Bolivia.



Chapter 13: Social Entrepreneurship in the Bottom of the Pyramid context

Aim

This chapter aims to explain the Bottom of the Pyramid (BoP) concept and evolution since its introduction in 1998. We review the relationship between (social) entrepreneurship and BoP through the years, challenges, opportunities, and new tendencies, along with the emerging characteristics of Frugal Innovation.

The BoP Context

The Evolution of the BoP Concept

Challenges and opportunities of the BoP

Frugal Innovation

Chapter 14

Community Media

Case Studies

Figen Algül, Marmara University, Turkey.



Chapter 13: Social Entrepreneurship in the Bottom of the Pyramid context

Aim

In this chapter, the reader is expected to gain awareness about the relationship between social entrepreneurship and community media. To this end, definitions and examples are presented in this chapter, which will allow the reader to understand what community media is, its historical process, and how social impact can be promoted through these media. Additionally, some cases are presented as examples where the greatest beneficiary has been social entrepreneurship.

Community Media cases from Bulgaria, Portugal, Turkey, and EU

Thank you!

**SOCIAL ENTREPRENEURSHIP &
VULNERABLE GROUPS**

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