A SOCIAL ENTERPRISE IS:

• Primarily FOCUSSED ON THE SOCIAL MISSION – Impact First
• Realises its social goal as AN INDEPENDENT ENTREPRENEUR, by delivering goods or services
• FINANCIAL SELF-SUFFICIENT by means of trade or other value exchange. Reduced liability on donations and/or grants
• Guided by SOCIAL BUSINESS CONDUCTS & GOVERNANCE – Financial goals serve the mission
‘MUST HAVE’ ENTREPRENEURIAL SKILLS

A SOCIAL STARTUP:
• Works by TESTING & VALIDATION – acts in short iterations
• LISTENS TO THE MARKET – What does your client really needs?
• IS A JACK-OF-ALL-TRADES – You need to be a generalist, you don’t have the resources to hire financial or marketing experts
• SHOWS RESILIENCE & LEADERSHIP – A clear vision combined with operational excellence
ACTION PROGRAMME ‘SOCIAL ENTREPRENEURSHIP’ CITY OF AMSTERDAM

- FOUNDING of more new social enterprises, and GROW and SCALE-UP for existing social enterprises
- GROWTH of EMPLOYMENT opportunities
- SOLVE societal issues via social entrepreneurship
- POSITION Amsterdam as the city for social entrepreneurship