

## DEFINITION 'SOCIAL ENTERPRISE'

BY EUROPEAN COMMISSION (EC) AND THE SOCIAL AND ECONOMIC COUNCIL OF THE NETHERLANDS (SER)

A SOCIAL ENTERPRISE IS:

- Primarily FOCUSED 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

Global Goals Visual Content Partner

**gettyimages**<sup>®</sup>

IMPACT HUB AMSTERDAM

AMSTERDAM | [IMPACTHUB.NET](http://IMPACTHUB.NET)

PHONE: +31 (0) 427 42 83

HAARLEMMEERDIJK 115, 1017 CA AMSTERDAM, THE NETHERLANDS



# 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

