




MODULE 3

Training Package 3.1

Art and social entrepreneurship

	<p>Lesson's description</p>	<p>This lesson offers comprehensive information on how your business can generate social value and promote the Sustainable Development Goals.</p>
	<p>Goal</p>	<p>The topic of this module is for learners to become familiar with integrating environmental and social sustainability in the creative process.</p>
	<p>Learning outcomes</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> ● Identify what social entrepreneurship is and why it matters ● Define what sustainable development is ● Categorise practical ways to be eco-friendly artists <p>Skills:</p> <ul style="list-style-type: none"> ● Demonstrate the ability to explore business opportunities that address social issues and contribute to the social good ● Reduce your carbon footprint <p>Attitudes:</p> <ul style="list-style-type: none"> ● Influence your community and/or society with your business

1. Understanding Social Enterprises

Social enterprise can be described as “businesses that trade to intentionally tackle social problems, improve communities, provide people access to employment and training, or help the environment” by “using the power of the marketplace” (Social Traders, 2019).; it is rather a term describing a business that trades primarily for a social and/or environmental purpose, or for the good of the community, or specific groups within the community.

Social enterprises are businesses changing the world for the better. Similarly, to traditional companies aim to make a profit; however, what they do with their profits separates them –



reinvesting or donating them to create positive social change (Bornstein and Davies, 2010). It is business for the benefit of everyone involved, and when they profit, society profits.

The main characteristics of the social enterprise are:

1. A clear social or environmental mission is set out in its governing documents.
2. Business activities primarily generate income.
3. There is market demand for the organisation's goods and services.
4. Is controlled or owned in the interests of its social mission.
5. It is transparent in how it operates and its impact.
6. Is participatory, promoting and encouraging the participation of one or more groups of citizens.
7. Benefit the community as the main objective. The main priority of a social enterprise is not making a profit as its own profit. Its greatest interest is satisfaction and obtaining a benefit for society.
8. Reinvesting or giving away most profits or surpluses towards its social purpose.
9. Guarantee equal opportunities, avoiding any discrimination.
10. It is based, above all, on the labour force rather than on capital.
11. Promote economic and social innovation.
12. Data drives decision-making: Success is measured by the impact on their goal.

2. Challenges and opportunities in social entrepreneurship

Despite recognising the need to harness business and market-based approaches to address the global challenges, the current economic system is not optimised to support organisations, merging the logic of business and social purpose into one entity (EU, 2018).

Social enterprises contribute to stronger economies. In addition to creating new jobs and enabling non-profit organisations to sustain their services, there are many areas where social enterprises positively impact healthy and sustainable communities, based on the United Nations Department of Economic and Social Affairs. This can include:

- Building local economies: Social enterprises employ local people who otherwise may migrate or endure long commuting times.
- Communities that embrace social enterprises are supporting jobs and helping to build enduring economies.
- Environment & biodiversity: Upcycling, recycling, food production, composting, eco-tourism, nature, wildlife and preservation sanctuaries can all be set up to tackle climate change and social impact.



- Inclusivity: Social enterprise can work with those more vulnerable or overlooked in society and bridge the gap between young and old, or between immigrants, offering the support needed to assist those in difficulty.
- Community and Business: Social enterprises can often play a vital role in bridging businesses with communities and offering companies the chance to invest or purchase more socially responsibly.

The social enterprise is also an opportunity, and a driver for the implementation of the 2030 Agenda and its 17 Sustainable Development Goals (SDGs) at a European and a global level, especially for the achievement of Objective 8 “promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work”.



Figure 2: Sustainable Development Goals

Source: United Nations, n.d.



3. Art-based Social Enterprise

With the social turn in contemporary commercial activity, there has also been a parallel social turn in contemporary art practice. A shift towards socially-oriented arts practices gained momentum and force in response to the Global Financial Crisis of 2008 (Belfiore and Bennett, 2008). Art is increasingly conceived and rationalised for the state and the market as a cultural practice that contributes to economic development (Van der Pol, 2007; O'Brien, 2014). Creativity has become the foundation for innovation within new business practices (McRobbie, 2016).

Yet, art has been increasingly positioned also as addressing community, environmental and cultural needs and values (McQuilten and White, 2016). The growth of Art-based Social Enterprise (ASE's) suggests possibilities of an alternative economy. It reflects the interest in how the arts can support social and economic development and how new financial arrangements can support the art sector (Terjesen et al., 2012). For this reason, the terminology of social enterprise and the framework of market engagement it suggests has been increasingly embraced in the name of a range of broader political aims connected with environmental sustainability, global equity, social inclusion and social justice (McRobbie, 2016; Raunig et al., 2011; De Peuter, 2011).

Social enterprise is seen as a model for the arts that can shift emphasis from profit to social values (McRobbie, 2011; Wilson, 2014). This creates a paradoxical position for ASEs in that they are working to reduce the uncertainty with minimal resources and limited and short-term funding (Kavanagh et al., 2002). Many ASEs are, therefore, focused on "income generation", rather than job creation and supporting artists to develop income streams and entrepreneurial skills that are relevant to the market contexts that frame creative activities. This point of difference is not widely acknowledged in the academic or industry-oriented literature, which overwhelmingly portrays social enterprise models as congruent with conventional employment creation strategies (Terjesen et al., 2012).

In response, some ASEs aimed to generate employment opportunities for participants within the social enterprise rather than focusing on transitions to mainstream employment. Art is offered as a strategy for engagement, as a source of pleasure, as developing diverse social connections and as creating pathways to further education and training (Winner et al., 2013; Montgomery, 2017).

4. Case studies

- [Amardillo & Co](#) offers hand made pieces made from natural materials such as hemp, cotton and wool, made by women in Bangladesh, offering above the standard salary and supports local education facilities.



- [Lesvos Solidarity](#) is an art and craft based social enterprise, based in Lesvos, Greece where they manufacture bags reusing life jackets as well as offering job opportunities to refugees and locals.
- [The New Raw](#) is a design studio in Rotterdam, Netherlands, where they explore ways of reducing plastic and transforming it into public furniture through 3D-printing.