



A GUIDE TO

Social Enterprise IN EDUCATION

“It has been amazing to see the pupils take on the responsibilities and roles of the project. They are all committed to making it a success and pass their skills on to others.”

WHAT IS THE SOCIAL ENTERPRISE IN EDUCATION PROGRAMME?

The programme was created as a partnership between the **Social Enterprise Academy** and the **Scottish Government** to support the development of enterprise, employability and entrepreneurial skills in young people and to promote awareness of social enterprise as a way of doing better business in Scotland.

The aim of the programme is to:

- Develop an understanding of the social enterprise business model
- Provide hands-on experience of setting up and running a social enterprise
- Support Curriculum for Excellence by providing practical opportunities that encourage participants to become *successful learners, confident individuals, responsible citizens and effective contributors*

WHAT IS A SOCIAL ENTERPRISE?

Social enterprises are dynamic businesses with a social purpose that reinvest their profits for community benefit. It is a great way of doing business, contributes to a stronger economy and community and often promotes greener ways of working.

Well known examples of social enterprises include The Big Issue, Jamie Oliver's restaurant Fifteen, and the fair trade company Divine Chocolate.

The sector includes co-operatives, credit unions, housing associations, development trusts, social firms, and community businesses.

Social enterprises operate across a diverse range of areas including: fair trade, recycling, catering and hospitality, renewable energy, health, social care, leisure, community transport, housing and childcare.

WHAT DOES SOCIAL ENTERPRISE LOOK LIKE IN A SCHOOL?

CONNECTED TO THE COMMUNITY

School social enterprises have explicit social and/or environmental aims and their profits are used for this purpose. This can either be locally or linked to a community abroad.

ENTREPRENEURIAL

They have a clear trading activity and are directly involved in producing goods or providing services to a market.

LED BY YOUNG PEOPLE

They are driven and run by pupils with support from teachers and parents. There will also be awareness of the social enterprise across the whole school.

DYNAMIC

School social enterprises aspire to make a positive and responsive change to people's lives.

Why get involved?

Establishing a social enterprise engages young people in the practical and creative skills required to run a viable business, develops their skills for learning, life and work and enriches their sense of social justice.



A STEP BY STEP GUIDE

1

REGISTER YOUR INTEREST

We'll come and visit you to talk everything through and get things started

2

START BUILDING YOUR IDEAS

A Social Enterprise Academy tutor will come and work with you and your pupils to develop ideas and a business plan. You'll also have access to lots of Curriculum for Excellence linked resources and templates.

3

START YOUR SOCIAL ENTERPRISE

Once you've sent us your business plan we'll provide ongoing support and advice on implementing and demonstrating the impact of your business. Then it's time to launch and start trading!

4

GO FOR AN AWARD

You can get recognition for your enterprise by entering it for our national Award. We'll visit you to see how your business works in practice and how it links back to your plan. It's an ideal opportunity to reflect on the success of your enterprise with pupils and demonstrate the impact it has had.

To receive an Award it will need to:

- Be a pupil-led enterprise
- Use the profits for a social or environmental purpose
- Have a completed business plan
- Have clear, ongoing trading activity
- Be known about across the whole school
- Be sustainable

5

COME TO THE CEREMONY

A VIP Award Ceremony is held for pupils and teachers in June every year to make sure your hard work is celebrated!

PRACTITIONER CPD

Our Understanding Social Enterprise (USE) workshop is a great introduction to the business model, and will help you develop ideas for bringing social enterprise to your school or college.

DURING THE WORKSHOP YOU WILL:

- Learn about the values and purposes of social enterprises
- Gain the skills and knowledge to help your school's enterprise
- Discover how social enterprise can support young people to discover and develop their entrepreneurial skills
- Take part in lively discussion about the definition and role of social enterprise
- Take home materials to further your learning

"It was really helpful to understand the concept and criteria for being a social enterprise school and great to see examples from other schools. Jay has excellent presentation skills which made for a very good and very relevant training event."

John Fisher, Lilybank Primary

RESOURCES & SUPPORT



ALL OF THESE RESOURCES ARE AVAILABLE
FOR FREE ON OUR WEBSITE

WWW.THEACADEMY-SSEA.ORG/SCHOOLS

HOW TO CONTACT US

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ABOUT US

The Social Enterprise Academy is a social enterprise delivering learning and development programmes for anyone working for social purpose.

We provide programmes in Leadership, Entrepreneurship and Social Impact Measurement for people and organisations at any stage in their development.

The Social Enterprise in Education Programme is funded by the Scottish Government Third Sector Unit.



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