



**UPHOLDING THE  
STANDARD FOR  
SOCIAL ENTERPRISE**

**SOCIAL ENTERPRISE MARK CIC**

# **Articulating social impact**



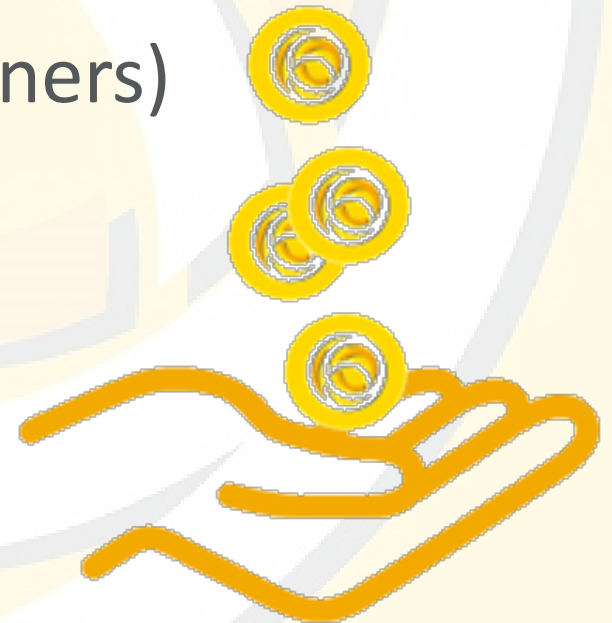
**THE SOCIAL ENTERPRISE MARK**  
TRADING FOR PEOPLE AND PLANET

**Lucy Findlay MBE**  
**Managing Director**  
**Social Enterprise Mark CIC**

# What is a social enterprise?



A business with a strong social /environmental mission that reinvests the majority of its profits for the benefit of that mission  
(not shareholders/owners)



# Key characteristics of social enterprises



- Set up to address a social/environmental problem
- Most profits reinvested towards helping make the world a better place
- Trading rather than relying on donations
- Independent of the state
- Can prove they are making a difference (creating social impact/value)

# Social Enterprise Mark CIC



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- International social enterprise accreditation authority
- Ten years experience of providing clear standards for the sector, defining what it means to be a genuine social enterprise
- Led the way in formalising an agreed definition of what constitutes genuine social enterprise

# Social enterprise accreditation



Our accreditations ensure that the social enterprise business model remains ethical, credible and commercial



# The pathway to social enterprise excellence



Through our unique accreditations, we provide a pathway to social enterprise excellence

## Our criteria:

- **Must be an independent business**
- **Must have clear primary social objectives**
- **Majority (51+%) of any profits made must be dedicated to social purposes**
- **On dissolution the organisation must distribute assets to social aims**
- **Must earn at least 50% of income through trading**
- **Must be able to demonstrate social objectives are being achieved**
- **Robust governance**
- **Effective stakeholder engagement**
- **Ethical and good business practice**
- **Financial transparency**
- **Social impact reporting**



**SOCIAL ENTERPRISE GOLD MARK**  
ACCREDITED FOR BUSINESS EXCELLENCE



# Benefits of accreditation



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## BENEFITS OF ACCREDITATION

### Credibility

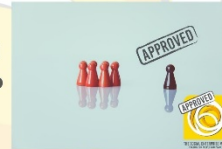
Get recognised as an independently accredited social enterprise, proven to be meeting recognised standards of good practice



## BENEFITS OF ACCREDITATION

### Differentiate

Stand out as an approved social enterprise that has submitted to the scrutiny of external assessment to achieve the internationally recognised standard of good practice



## BENEFITS OF ACCREDITATION

### Prove your social impact

Access tailored support in articulating your social impact and show how you are using business to create positive social change

64 79  
The Social Enterprise Mark helps us to understand the transformation we achieve [with service users] and the value we're creating



## BENEFITS OF ACCREDITATION

### Get noticed

Get included in our unique online directory, which lists only accredited social enterprises and displays evidence of your social impact



## BENEFITS OF ACCREDITATION

### Validation/ Assurance

Get external verification of your social enterprise credentials and assure your customers/partners that you are using business to create social impact



## BENEFITS OF ACCREDITATION

### Business development

Access tailored support to help improve your organisation's efficiency and effectiveness as a genuine social enterprise.



# Competing & collaborating as a social enterprise



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- 6 seconds – to make up your mind...
- Values based and business led - USP
- Intellectual property – valuing it!
- Using your social enterprise status – CSR, supply chain, procurement etc
- Articulating your values and ethos to your community



# Articulating social impact



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We offer support and guidance to applicants and renewing Mark holders in articulating their social impact.

We use a set of social impact questions, which are designed to help you think about the social impact you create, and to articulate this clearly and succinctly:

- ⑥ What are the main social differences you have aimed to make?
- ⑥ What actions have you taken to deliver these aims?
- ⑥ What specific outcomes and benefits have been created?
- ⑥ How is your profits used to deliver social outputs and add social value?

# Articulating social impact



## UPHOLDING THE STANDARD FOR SOCIAL ENTERPRISE

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Social impact evidence is displayed in our online directory and used to create a Social Impact Declaration that social enterprises can use to demonstrate their impact



### 'Making a Mark' Mark Holder Social Impact Declaration

#### Ealing Community Transport

Ealing Community Transport (ECT) is a charity and a social enterprise that creates social value through charitable activities: we deliver high quality, safe, accessible and affordable community transport services that positively benefit local communities. We have been providing community transport services in and around the London Borough of Ealing for three decades.



Our community transport services have been developed to cover unmet local needs, benefiting local residents as well as community organisations. We enable disabled, isolated and lonely people to remain independent and mobile and we support community participation and engagement.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives. Below are examples of how ECT is Making a Mark, striving to create a positive impact on people and planet.

#### Enabling independent living and social interaction

We are committed to providing high quality, safe, friendly, accessible and affordable community transport to voluntary, community and statutory groups. We also provide accessible and affordable community transport solutions to vulnerable individuals who otherwise would not be able to leave their homes, notably the elderly and people with disabilities.

Email: [ealing@ectcharity.co.uk](mailto:ealing@ectcharity.co.uk)  
Website: <http://ectcharity.co.uk/>  
Phone: 020 8813 3210



### 'Making a Mark' Mark Holder Social Impact Declaration

#### Big Issue Invest

Created by social entrepreneurs, for social entrepreneurs, Big Issue Invest is the world's first 'Social Merchant Bank' and a steadfast champion of social enterprise. We extend The Big Issue's mission by financing the growth of sustainable social enterprises and charities across the UK.



We are also bringing the mainstream to social investment with the UK Social Bond Fund, in partnership with Columbia Threadneedle, and the UK Equity Impact - Employment Opportunities Fund, in collaboration with Aberdeen Standard Investments. Big Issue Invest is also helping to pave the way for 3.4 million social housing tenants to potentially improve their credit, by partnering with Experian on The Rental Exchange.

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Below are examples of how Big Issue Invest is Making a Mark, striving to create a positive impact on people and planet.

Email: [enquiries@bigissueinvest.com](mailto:enquiries@bigissueinvest.com)  
Website: [www.bigissueinvest.com/](http://www.bigissueinvest.com/)  
Phone: 020 7526 3234



### 'Making a Mark' Mark Holder Social Impact Declaration

#### HISBE

HISBE stands for How It Should Be. We're not a health food shop. We're not an exclusively vegan or vegetarian food shop. We're a regular supermarket - operating how it should be. And we want to transform the food industry by challenging the way big supermarkets do business.



We make a positive contribution to the local food system and the local economy. We're all about making good food more accessible and affordable. We champion a fair and sustainable food industry, and we put customers, suppliers, and staff first.

Our vision is to smash Britain's out of date supermarket business model and reinvent a new kind. An independent chain of supermarkets powered by people, community spirit, and social enterprise.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives. Below are examples of how HISBE is Making a Mark, striving to create a positive impact on people and planet.

#### Enabling consumers to shop consciously

Our aim is to tip good food into the mainstream, by putting all the good stuff in one place and making it as accessible and affordable as we can.

Email: [hello@hisbe.co.uk](mailto:hello@hisbe.co.uk)  
Website: <http://hisbe.co.uk/>  
Phone: 01273 608028



# Maximising the impact of accreditation



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We share resources and toolkits to support social enterprises to communicate their credentials and take full advantage of their accreditation.

## Top Tips:

- Add the Mark to website & comms
- Display the plaque
- Use the Mark to talk about your social ethos and demonstrate your social value
- Mention the Mark in tenders/bids



# Register your interest



**Web:**

[www.socialenterprisemark.org.uk](http://www.socialenterprisemark.org.uk)

**Email:**

[enquire@socialenterprisemark.org.uk](mailto:enquire@socialenterprisemark.org.uk)

**Ring our helpline:**



**0345 504 6536**

