

Activity 0.10 Social Enterprise Experience

Module: Introduction Module

Duration: 20 Minutes

Social Development Themes:

Social Enterprise

Summary:

Participants stand in a horseshoe, arranging themselves according to how much they know about social enterprise. Participants stand at one end if social enterprise is new to them, and at the other if they know a lot. Participants then explain why they chose to stand where they are by sharing their knowledge about social enterprise with the group. This is both good for reviewing participants' self-assessed level of awareness, and as a learning activity to collect the knowledge of the group.

Learning Outcomes:

Team-building and Networking within the group

Approach:

1. Explain to the group that in a minute you will ask them to stand up, and choose a place to stand in a horseshoe. It may be useful to walk, move over or point to the physical space the horseshoe will take.
2. NB – check whether any participants have disabilities or trouble standing for too long. This activity can be done with a horseshoe of chairs allowing people to move and then sit for the discussion. Ask the group to stand towards one end if social enterprise is new to them, slightly further around if they know a little, and then further and as they feel know more. Make sure that you make it feel ok for people who do not know much about social enterprise so they do not feel intimidated or excluded. E.g. all of us start out knowing nothing about SE – keen to learn etc.
3. It can be useful to exaggerate when describing knowledge to help the group assess where to stand.
4. The horseshoe shape is important so that those that know a little and those that know a lot are close to each other, not a long way apart. They can then question and share knowledge with each other.
5. If you have time, ask each participant to share existing knowledge about social enterprise:

- Who would like to share why they are standing where they are?
- What can you share about social enterprise?
- Do you know of a social enterprise in your community? Can you share what they do?
- If there is limited experience of social enterprise, then ask if they have knowledge of a cooperative or CBO in their community and explore their function and governance and relate that to social enterprise.
- Can each person share one fact or insight about social enterprise?

Debrief:

Useful debrief questions can be:

- Has anyone had an 'a-ha' moment?
- What have we learned about social enterprise?
- Would anyone move positions following the activity and discussion?
- Invite participants to move to a new position if their understanding of social enterprise has changed.
- Why have they changed position? What has changed for them?

If appropriate, raise participants' awareness that they knew more about social enterprise than they thought, particularly as social enterprises encompass many existing community businesses and organizations e.g. cooperatives. End by being clear on the three key characteristics of a social enterprise if you feel that is appropriate:

1. Set up to meet and serves a social/environmental/cultural need and purpose
2. Trades
3. Asset lock and assets and profits stay in the organisation or go towards the purpose.