



# Social enterprise from niche to norm

IBESI workshop, Vilnius, October 2023



Funded by  
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IBESI



Reach  
for Change



Baltic  
Innovation  
Agency

[www.bia.ee](http://www.bia.ee)



SOCIAL  
ENTERPRISE  
ESTONIA



KATALISTA  
VENTURES



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**What does the  
social  
entrepreneurship  
mean to you?**





# Reach for Change







# Unleashing the power of local social entrepreneurs for children and youth



Changing the  
habits of  
Diabetes Syndrome

Let's make  
a better  
generation

Reach  
for  
Change

Using Minecraft to  
educate future  
generations

LIVSKRAFT

MAKING DISEASE  
A PROCESS OF  
BECOMING STRONGER

SUNFLOWER  
POWER

CREATING A MENTOR  
AND  
EMPOWERING YOUR  
TALENTS

SHANAS  
COBES

Quality books to  
develop children  
reading and  
learning abilities

KEEPING THE BEACH  
CLEAN

PEP UP  
SWEDEN BY  
CONNECTING NEW AND  
ESTABLISHED SWEDS

PROJECT 5

Everyone

Encourage  
children  
to love  
learning

HEALTHY FOOD  
FOR  
HAPPY CHILDREN

LEARNING & DIGITAL SKILLS  
FOR YOUTH TO  
SUCCEED IN LIFE

ECO  
FRIENDLY  
SHOPPING  
for  
GOOD DEEDS

DRIFY CLUES  
FOR LIFE  
BEYOND TO

# The problem

Children and youth around the world are facing **challenges and barriers** they had no role in creating.

**42% of the global population is under 25.** Too many don't go to school, there aren't enough jobs, more are exposed to violence than ever, and they will face the worst effects of climate change.

In both rich and poor countries, children are significantly more likely to live in **poverty** than adults.

And if trends continue, **48.1 million** children under 5 will die between 2020 and 2030. UNICEF says a staggering 442 million children live in countries where SDGs remain out of reach.

# The people

**Local social entrepreneurs** are the strongest force in creating long lasting social impact. Why?

**The most effective solutions:**

Deep connections to their communities and a profound understanding of local needs.

**Innovation and sustainability:**

Innovative and unbounded by tradition, they explore new ideas often missed by conventional systems, prioritizing lasting impact over quick fixes.

**Empowerment and collaboration:**

Empowering communities and engaging stakeholders, collaboration across sectors leverages resources and expertise.

**Measurable impact and systemic change:**

They place a strong emphasis on data-driven measurable impact, tackling root causes to drive lasting systemic change.

# What we do

Empower local social entrepreneurs in pursuing and scaling their solutions through **capacity building** and **ecosystem development**, in order to reduce poverty, inequality, and climate change affecting children and youth.



# Our method

## Capacity development programs

- Provide **tools, knowledge and networks** to support increased reach and impact
- Tailored programs to fit **different stages** of the entrepreneurs' development

## Ecosystem Development

- **Addressing systemic barriers** for local social entrepreneurs
- **Awareness-raising** of the sector, **advocacy** for improved legislation, facilitating **cross-sector** dialogue and partnership

# Our Impact

**2000**

Change Leaders

**4,6**

million children  
and youth

**90%**

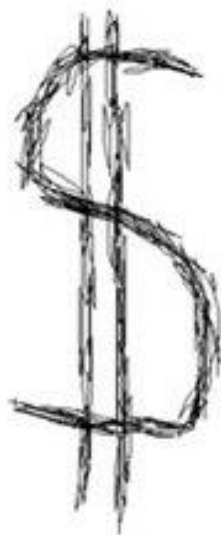
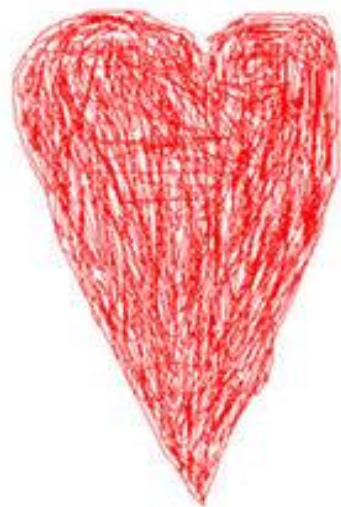
survival rate

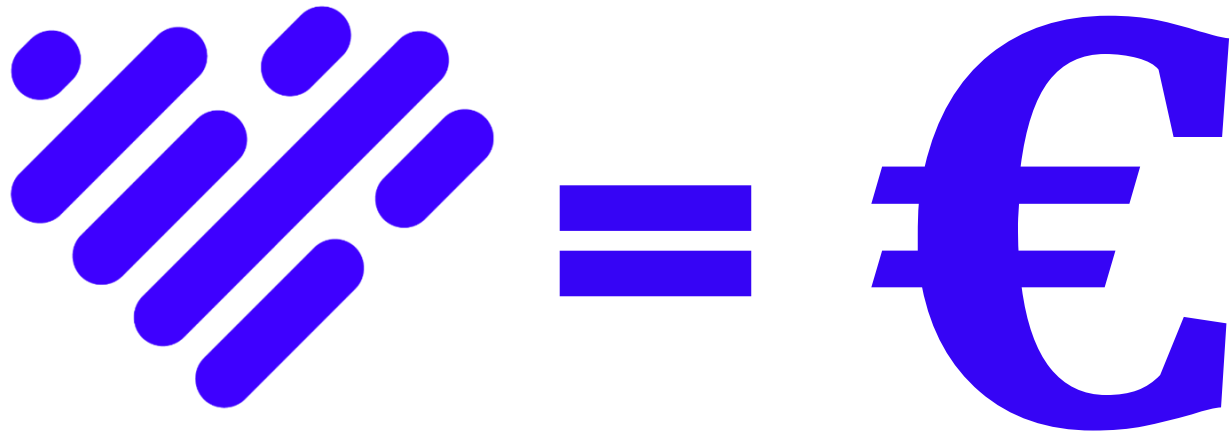
**18**

countries

**92%**

would have developed less





A social enterprise is a company that is committed to creating a **positive impact** through a **business model**

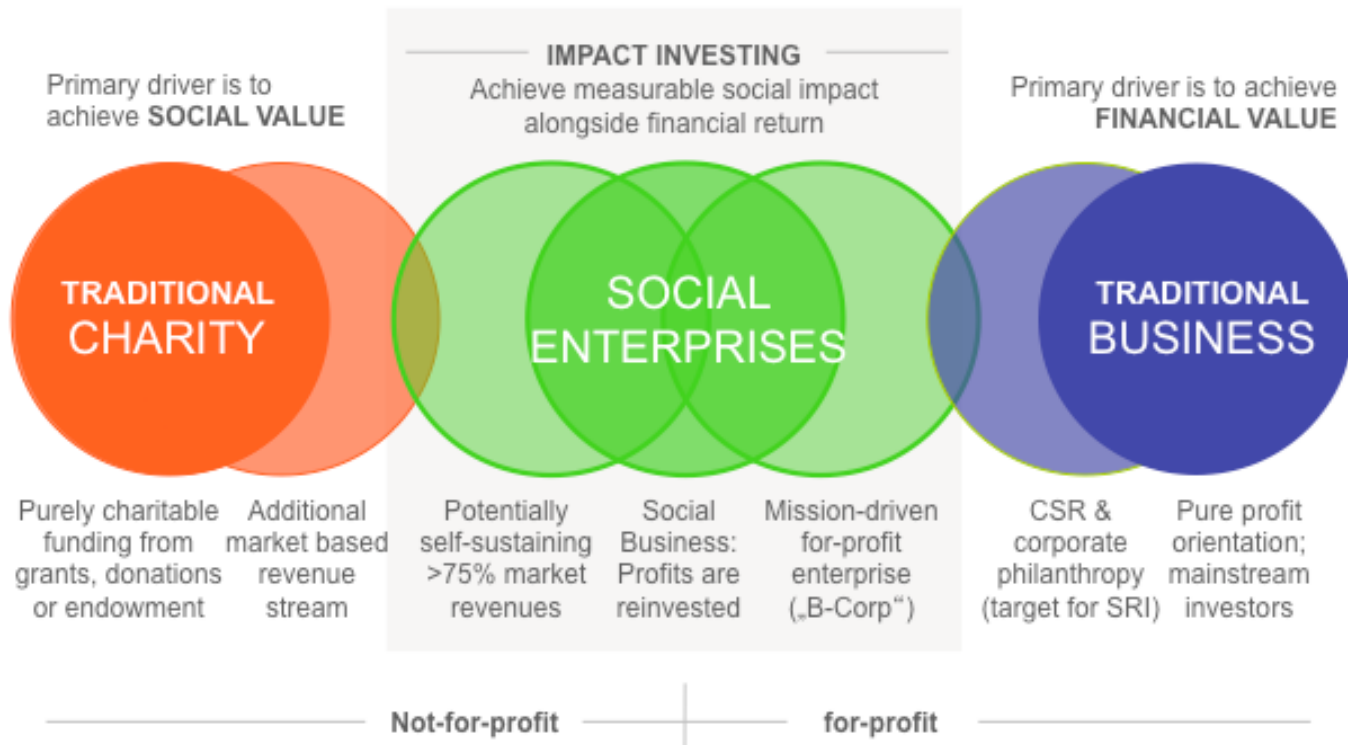




# Characteristics of a social enterprise?

- The main goal is to positively influence people's livelihood, well-being or the environment, which is measured
- A sustainable economic model
  - ◆ The company offers goods or services for a fee, earning a profit
- 50.1+% of the profit is reinvested in achieving the main goal

## The business model spectrum revisited



Source: Adapted from J. Kingston Venturesome, CAF Venturesome, and EVPA.

Citizens with a broad outlook on Estonian life

Circular economy

People with fewer opportunities have the chance to work

Zero waste



Education is one-sided

Linear economy

People with fewer opportunities are excluded

Landfill waste

Children  
develop soft  
skills from  
an early age

Physically  
healthy  
people

People with  
fewer  
opportunities  
have the  
chance to  
work

Mentally  
healthier  
people

  
**Barboleta**

correcty

 **LABOJAM**

  
Ramala  
RADOŠA MAIZES LABORATORIJA

Lack of soft  
skills

Physical  
health  
problems

People with  
fewer  
opportunities  
are excluded

Mental  
health  
problems

Community  
and nature-  
friendly  
lifestyle

Conscious  
consumption

Integration of  
youth and  
other  
communities

Comfortable  
living



TEXTALE



SOCIALINĖ  
INICIATYVA



POCKET  
HERO®

Remoteness

Over-  
consumption

Inequality  
and exclusion

Difficulties  
caused by  
health  
problems



**How well are we  
doing with social  
entrepreneurship?**



**What do you see as  
the main similarities  
and differences  
between social and  
traditional  
entrepreneurs?**



**How would you change  
social entrepreneurship  
from niche to norm?**





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IBESI



# The project: Integrated Baltic Ecosystems for Social Innovation (IBESI)

**Aim of the Project:** Foster creation of efficient, open, inclusive and interconnected European innovation ecosystems

The goal of IBESI is to ease the access of Baltic-based social entrepreneurs to the resources of innovation ecosystems. Two objectives will help achieve this goal:

- *First, the project aims to strengthen the social economy of the Baltic states by integrating social innovation actors with existing entrepreneurship ecosystems.*
- *Second, it aims to increase the number of the region's social economy actors having strong entrepreneurial skills.*

The project also intends to encourage the transfer of knowledge and learning between a more mature social innovation market (the Nordics) and the Baltic states, as well as at pan-Baltic level.



IBESI



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# Questions?



# Feedback

<https://tinyurl.com/4ajs99py>

