

# THE SOCIAL BUSINESS MODEL CANVAS

To structure ideas and actions in a reasonable manner!

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## WHAT IS A SOCIAL ENTERPRISE?<sup>1</sup>

A social enterprise is a business

- the main objective of which is to **have a social impact** rather than generating profit for its owners or partners,
- which predominantly **uses its surplus** for these social objectives,
- which is **managed** by a social entrepreneur **in a responsible, transparent and innovative manner**, including combining employees, clients and stakeholders affected by its activities.

<sup>1</sup> Initiative for social entrepreneurship from the European Commission, Ref. Ares(2015)5946494, 18.12.2015, European Commission

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## WHY CHOOSE A SOCIAL BUSINESS MODEL CANVAS?

Submitting to this allows the social entrepreneur:

- to anticipate the social impact of its activities,
- to measure its financial viability,
- to best predict the challenges he will face.

## IN PRACTICAL TERMS

The SOCIAL business model canvas allows the:

- understanding, design, articulation and discussion of the heart of the concept;
- testing and development of prototypes to see if it is possible to passionately believe the impact of the project and its economic viability.

The **SOCIAL Business Model Canvas** takes into account the special characteristics of social enterprises!

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## WHAT IS THE DIFFERENCE WITH THE INITIAL TOOL?

Marketing outside the classical mechanisms of the market implies thinking more broadly about the blocks of the Business Model Canvas. For example:

### VALUE PROPOSITION

The **value proposition** must go beyond the simple offer of a product or service. More broadly, it must consider the improvements generated by the activity (environmental, social cohesion, etc.).

### KEY PARTNERS

In the same vein, the target of **beneficiaries** must often be extended to those who will benefit from the created impact (consumers but also users, citizens, public authorities, suppliers, etc.).

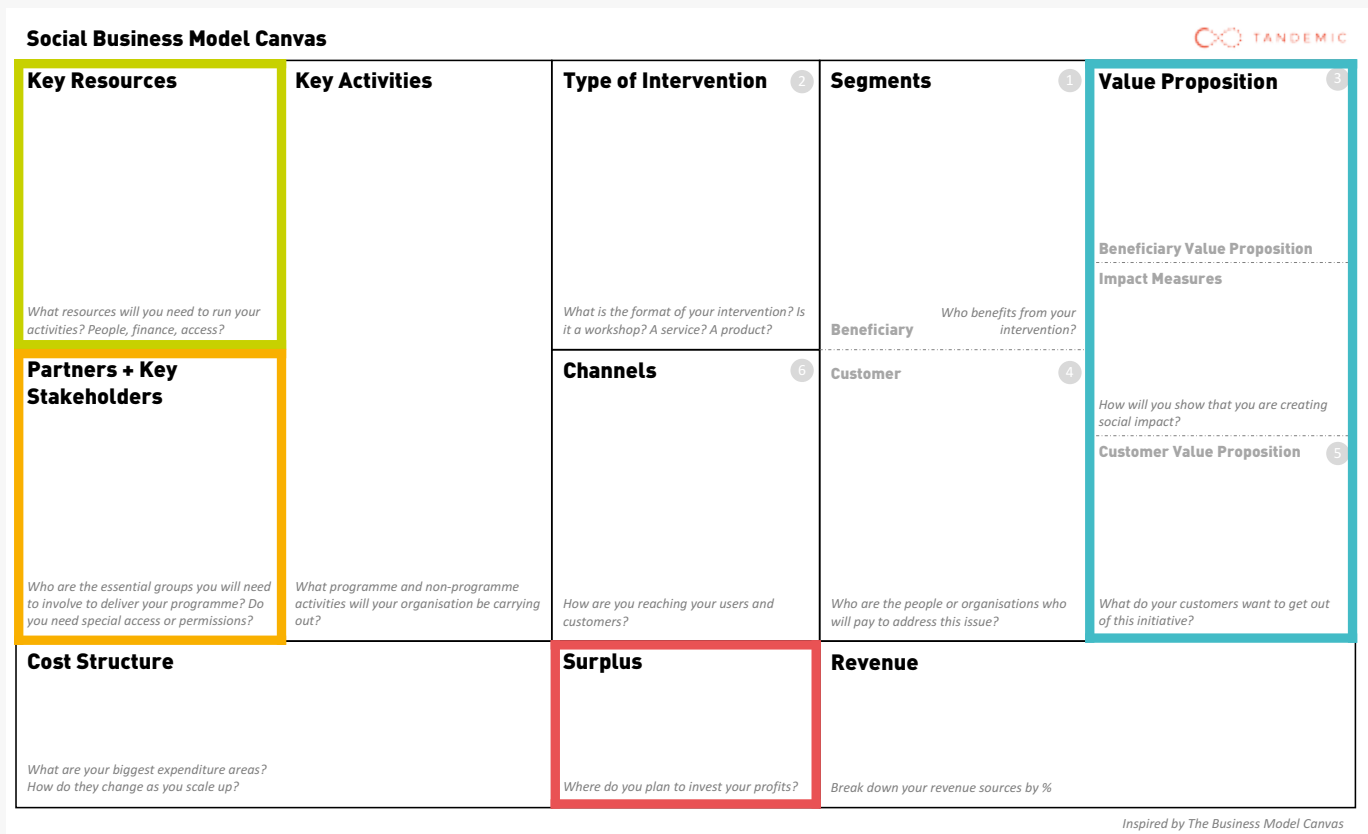
### KEY RESOURCES

The **key resources** that will enable the company to function and achieve its goals also need to be widely understood (partnerships, collaborations, volunteering, subsidies, etc.).

### SURPLUS

One special characteristic of the SOCIAL business model canvas is to add a block involving a definition of the management of **surplus** generated by the activity (captured value).

It is then necessary to consider set-aside, distribution of dividends, drawback or repayments, investment in another project, etc.



[More info](#)