



_Social Entrepreneurship

An overview (cont.)_

Loïc Pedras | MSc Management | Week 2
Applied Social Entrepreneurship | 2024-2025

The Culture Exposure Series*

Week 2

- Book: Vagabonding - Rolf Potts

*Not mandatory

The Culture Exposure Series*

Week 2

- Book: Vagabonding - Rolf Potts
- Movie: Samsara

*Not mandatory

The Culture Exposure Series*

Week 2

- Book: Vagabonding - Rolf Potts
- Movie: Samsara
- Youtube Channel: Geography Now

*Not mandatory

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The Culture Exposure Series*

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*Not mandatory

The Culture Exposure Series*

Week 2

- Book: Vagabonding - Rolf Potts
- Movie: Samsara
- Youtube Channel: Geography Now
- Musician: Chavela Vargas
- Painting: Marc Chagall
- Country: Madagascar

*Not mandatory

Groups

_Groups

Random, but why?

_Groups

Check Moodle Please

Previously on ASE...

About Michael Porter &
Shared Value 🤔

Takeaway messages?

Takeaway messages? 🤔

- Where are the resources?

Takeaway messages? 🤔

- Where are the resources?
- Why Impact needs a BM?

Examples given? 🤔

- Drip Irrigation?

Examples given? 🤔

- Drip Irrigation?
- Eucalyptus Forrests?


Examples given? 🤔

- Drip Irrigation?
- Eucalyptus Forrests?
- IT Training?

In pairs 🥰

- Present a SE
- Next week in 2 minutes
- Please be crazy
- Both present
 - 1' SE & what problem are they solving?
 - 1' How are they solving the problem?

Agenda



[Social Organisations]



[The Washings]



[SportImpact]



[Problem/Solution]



[Wrap-up]



[Social
Organisations]

[Orgs.]

— Social Orgs

Impact First

Business First

[Orgs.]

Social Orgs

Charity or NGO (Funding-Dependent)

Funding-dependent solutions for solving societal issues that markets don't address



Social Enterprise (Self-Funding)

Fully or partially self-funding solutions to issues not addressed by other forms of business



Impact-Driven Venture

Profit-seeking initiative blending impact and commercial goals with a hybrid approach



Sustainable Business

Company integrating impact considerations into commercial value chain with a long-term view



Traditional Business

Traditional company, often with some CSR or corporate philanthropy activities



Impact First

Business First

[Orgs.]

_A few examples

[Orgs.]

Bcorp Certification

Certified



®

Corporation

[Orgs.]

_Bcorp Certification

Certified



®



Corporation



[The
Washings]

[The
Washings]

Green Washing

The rise of Green Washing

[The
Washings]

_Other Washings

Any other washings?

[The
Washings]

_Other Washings

- Social Washing?

[The Washings]

_Other Washings

- Social Washing?
- Pink Washing?

[The Washings]

_Other Washings

- Social Washing?
- Pink Washing?
- Blue Washing?

[The
Washings]

_Other Washings

The Good, The Bad & The Vilan

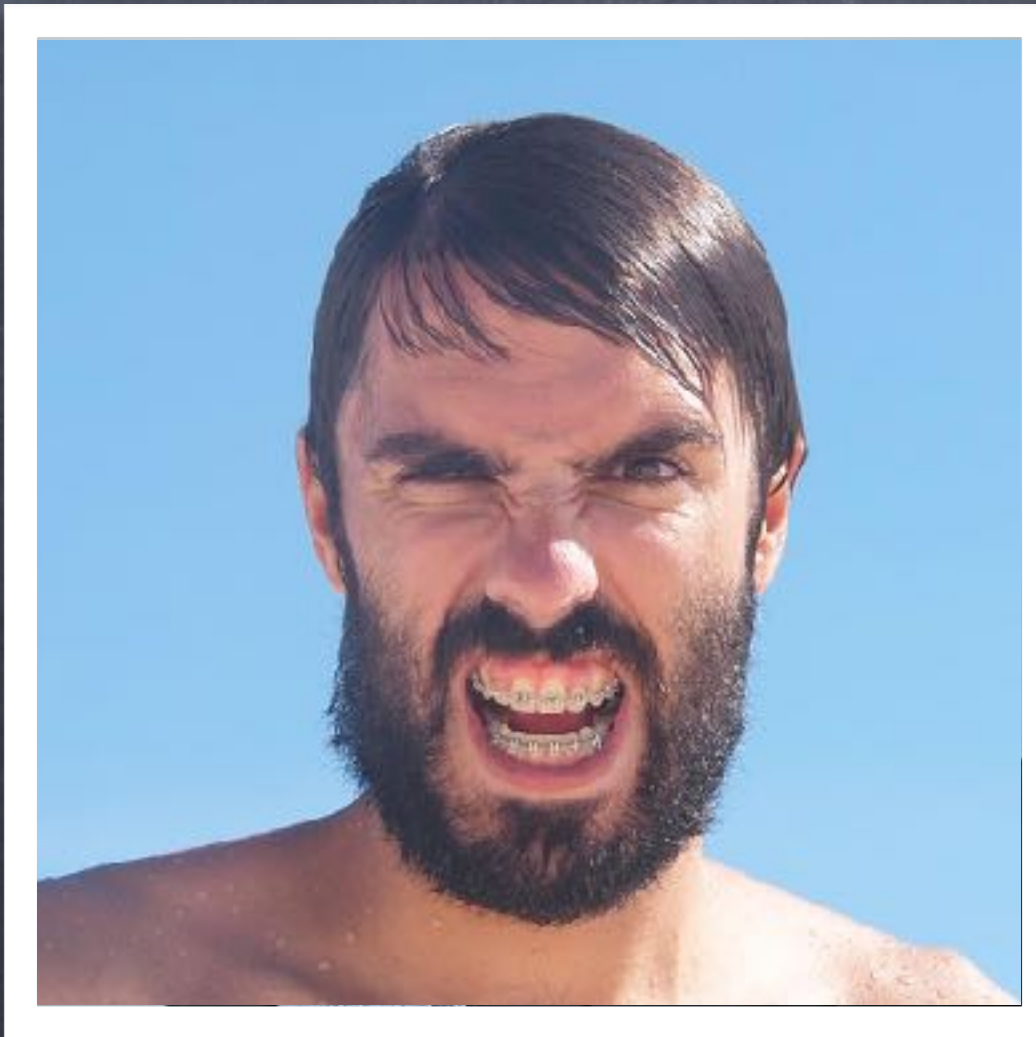


[SportImpact]

The Founders



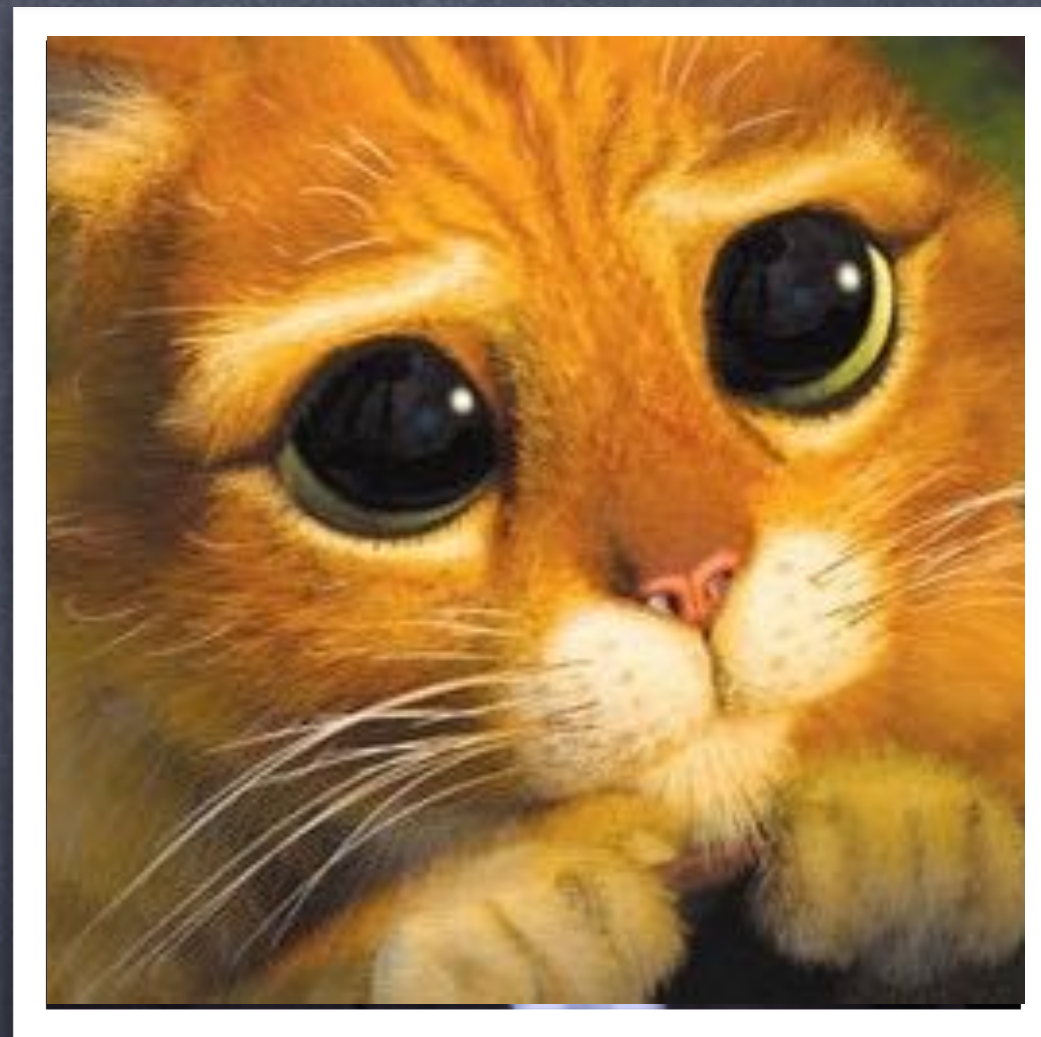
Nuno Delicado



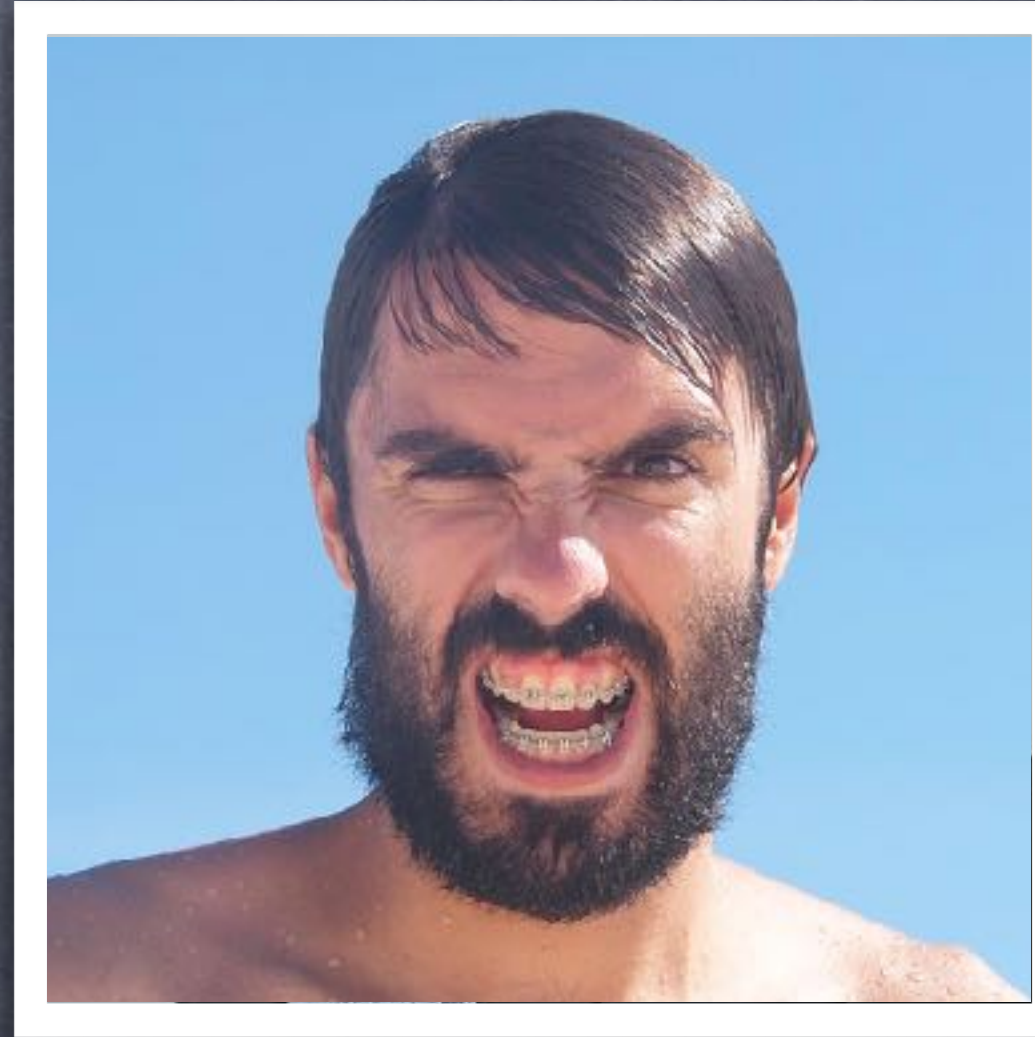
Loïc Pedras

[SportImpact]

The Founders



Nuno Delicado
(without photoshop)



Loïc Pedras
(without photoshop)

[SportImpact]

The Founders



Nuno Delicado



Loïc Pedras

[SportImpact]

The Founders



Nuno Delicado
(with photoshop)



Loïc Pedras
(with photoshop)

[SportImpact]

The Founders

#ExtremeMakeOver



Nuno Delicado
(with photoshop)



Loïc Pedras
(with photoshop)

[SportImpact]

The Founders

So...me & my mate like...



Nuno Delicado
(with photoshop)

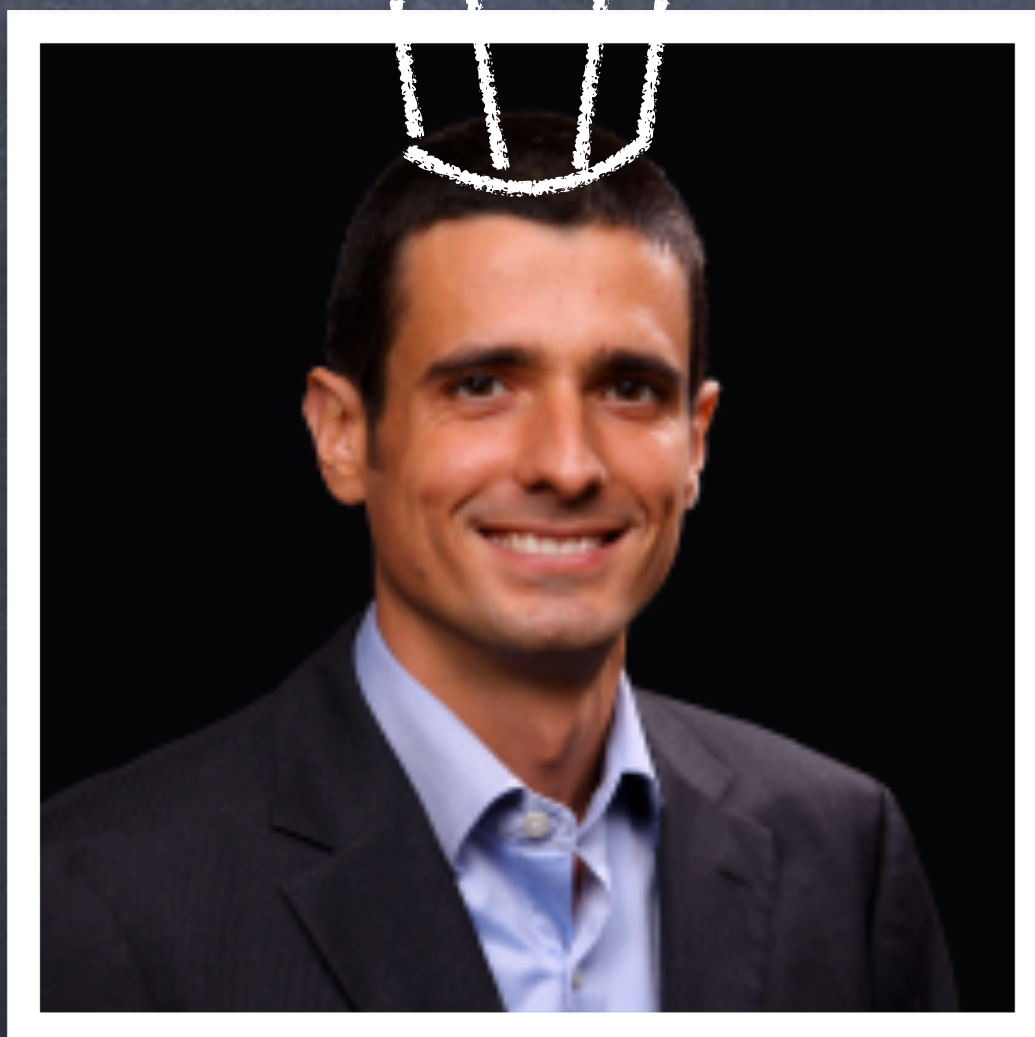


Loïc Pedras
(with photoshop)

105T

[SportImpact]

Cooking Ideas



Nuno Delicado
(with photoshop)



Loïc Pedras
(with photoshop)

[SportImpact]

Cooking Ideas





Cooking Ideas



[SportImpact]

Cooking Ideas



[SportImpact]

_Cooking Ideas



[SportImpact]

Cooking Ideas



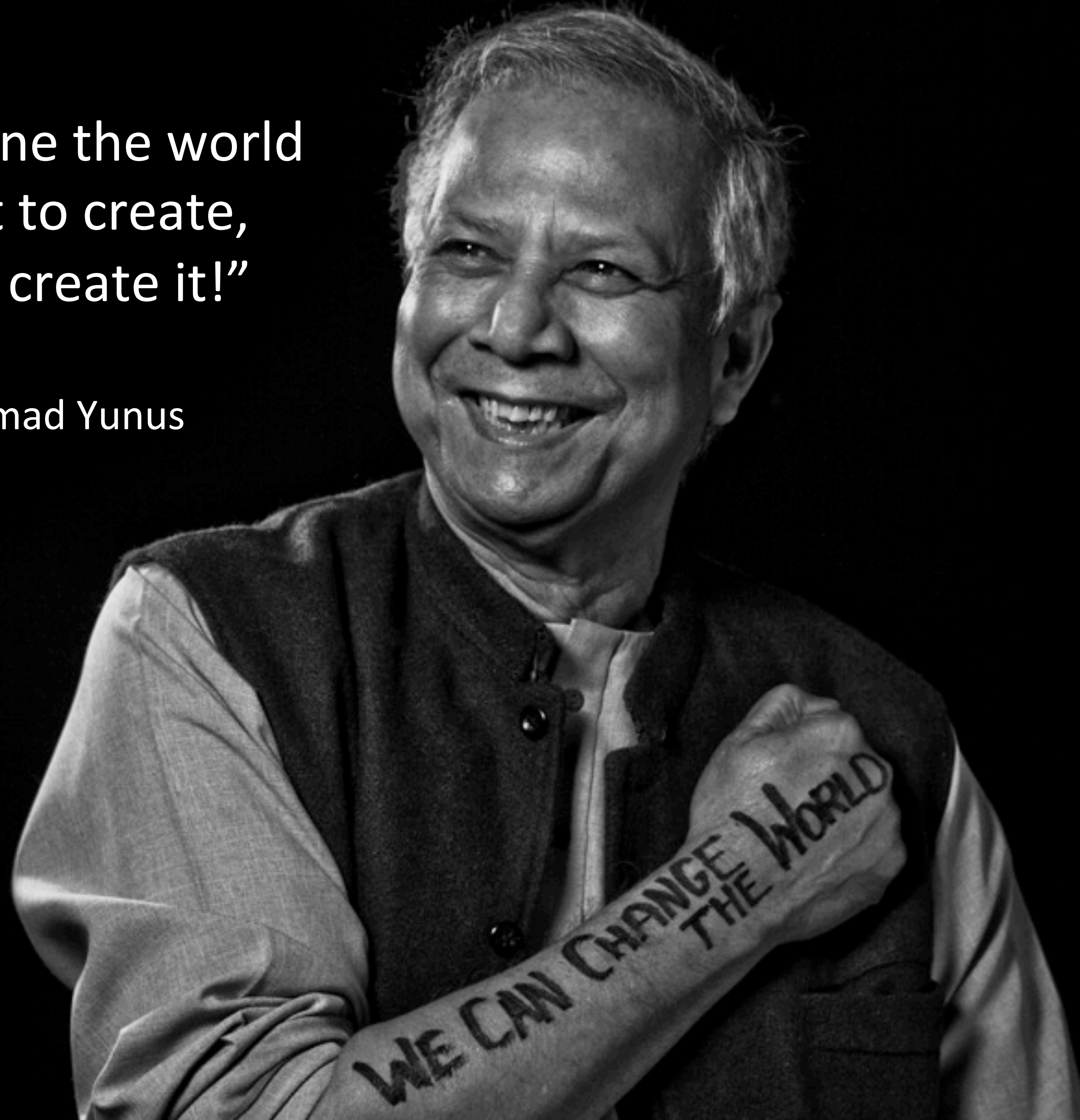
[SportImpact]

Cooking Ideas



“First imagine the world
you want to create,
and then create it!”

Muhammad Yunus

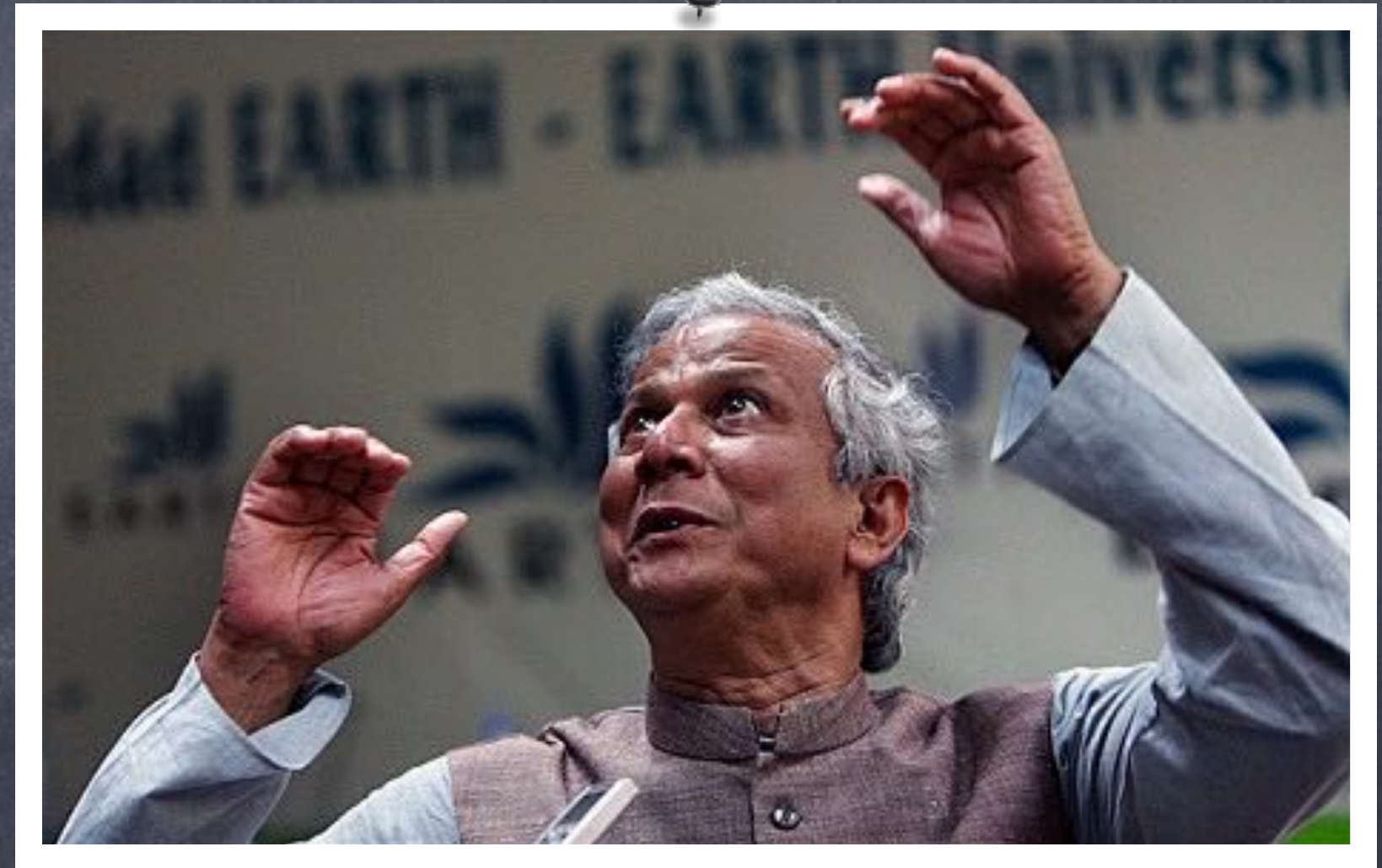


[SportImpact]

_Cooking Ideas



Nooooo!



[SportImpact]

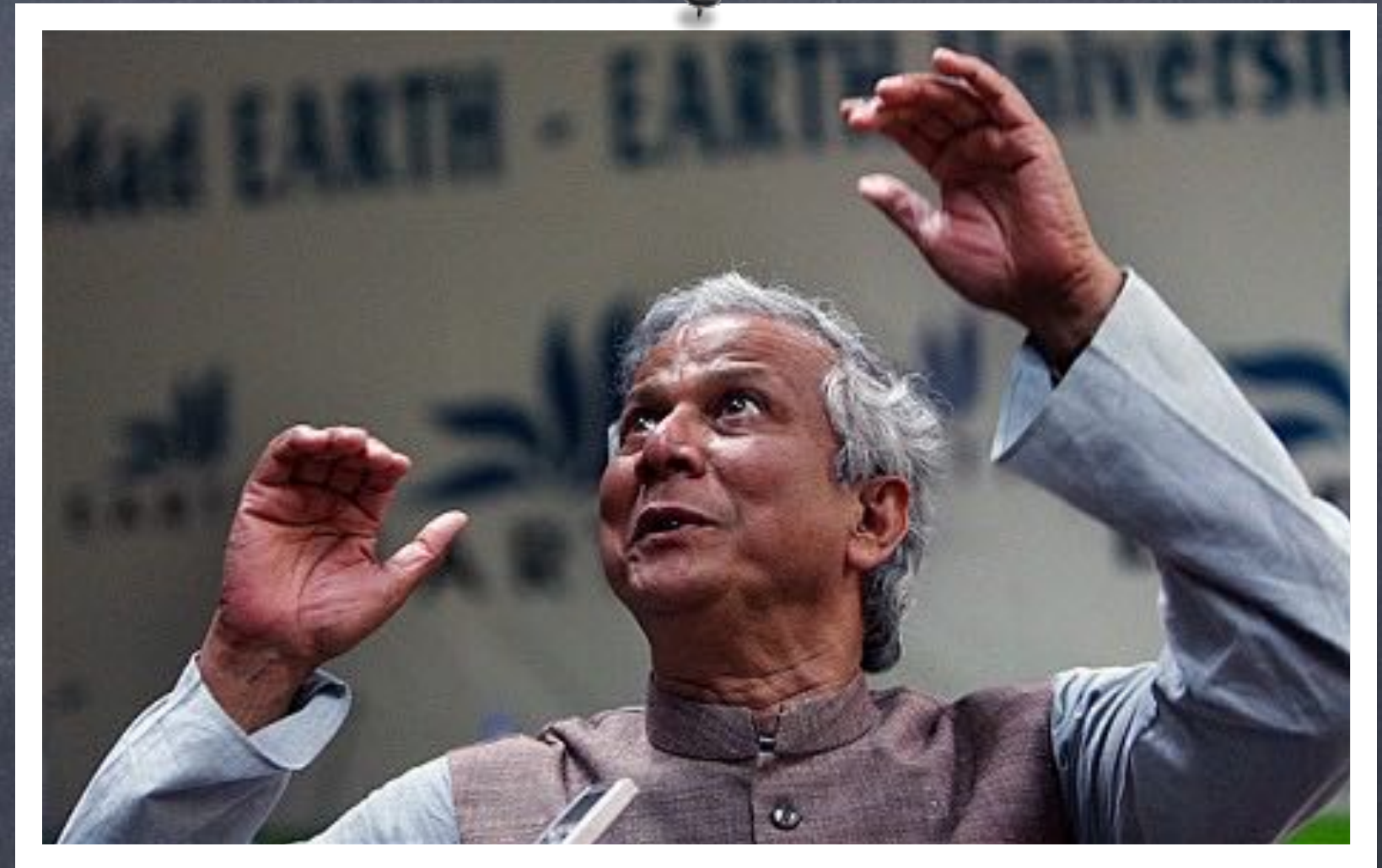
_Cooking Ideas

We were crazy enough
to be the change

Experience/Knowledge

Sport
Management
Travel
Theory/Practice
Yunus fans :)

Noooooo!



The Question

How can Sport promote human development?

[SportImpact]

— Sport's benefits

Health
Education
Environment
Peace
Social capital
...

[SportImpact]

— Sport's benefits

Connects: brings people together

Health
Education
Environment
Peace
Social capital
...

[SportImpact]

— Sport's benefits

Connects: brings people together **Easy:** don't need much to do it

Health
Education
Environment
Peace
Social capital
...

[SportImpact]

— Sport's benefits

Connects: brings people together **Easy:** don't need much to do it

Health
Education
Environment
Peace
Social capital
...

Flexible: from content to play

— Sport's benefits

Connects: brings people together **Easy:** don't need much to do it

Health
Education
Environment
Peace
Social capital
...

Flexible: from content to play

Fun: Easy to engage & learn

[SportImpact]

The Question

Do you want to know what we did next?



GAME OF THRONES





[SportImpact]

A Social Enterprise

Why?

Full control

Focus on our product

Financial sustainability

A Social Enterprise

Why?

Full control

→ Less complexity

Focus on our product

→ Not on funders agenda

Financial sustainability

→ No dependency on funders

Statements

Vision

Use power of sport to create a peaceful & developed world, with equal opportunities for everyone

Statements

Vision

Use power of sport to create a peaceful & developed world, with equal opportunities for everyone

Mission

Human development through sport

Statements

Vision

Use power of sport to create a peaceful & developed world, with equal opportunities for everyone

Mission

Human development through sport

Values

- Empowerment
- Sustainability
- Impact

- Integrity
- Collaboration
- Fun

[SportImpact]

Approach

Catarina asks:
What makes
you different?

[SportImpact]

Strategic Approach

Strategic Approach



Sustainability + Impact

Strategic Approach

Strategic Approach



Sustainability + Impact



- Social Enterprise
- Business ecosystem
- In-field
- Long term
- Partnerships
- Design thinking
- Two-way learning
- Empowerment
- Theory/Practice



The 3 Steps

Before



Workshop

[Sport for Life]

The 3 Steps

Before

During



Workshop

The Event

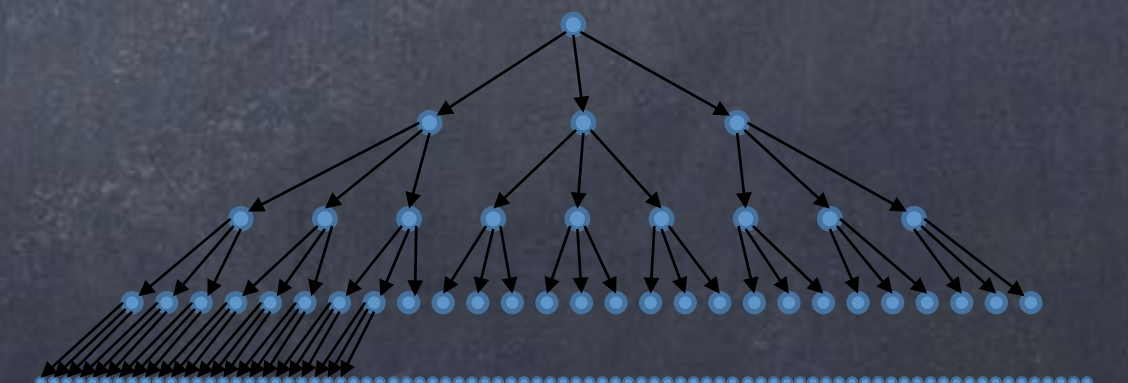
[Sport for Life]

The 3 Steps

Before

During

After



S4L Replication

Workshop

The Event

The Legacy



_Before

Workshop

Done by SI Staff to
the Locals who then
organise the event

Monday	Tuesday	Wednesday	Thursday	Friday
Intro	Project Mgmt.	Material Resources	Event Promotion	Club Creation
Leadership	Human Resources	(cont.)	Proposal Writing	Wrap Up



Small-group exercises



Planning the event



Energetic warm-up



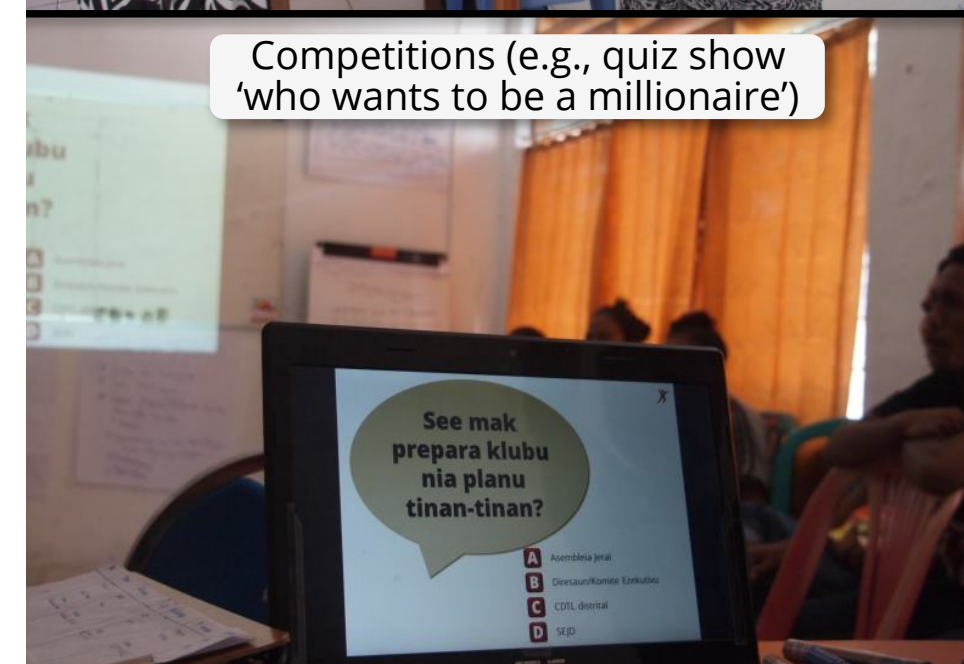
Role plays & simulations



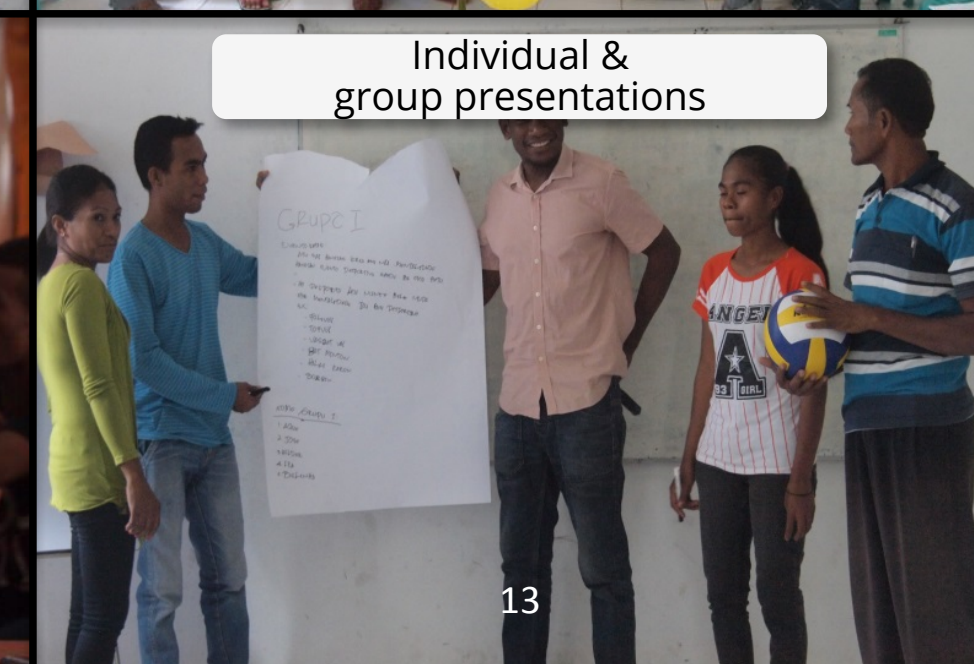
Creation of adapted material



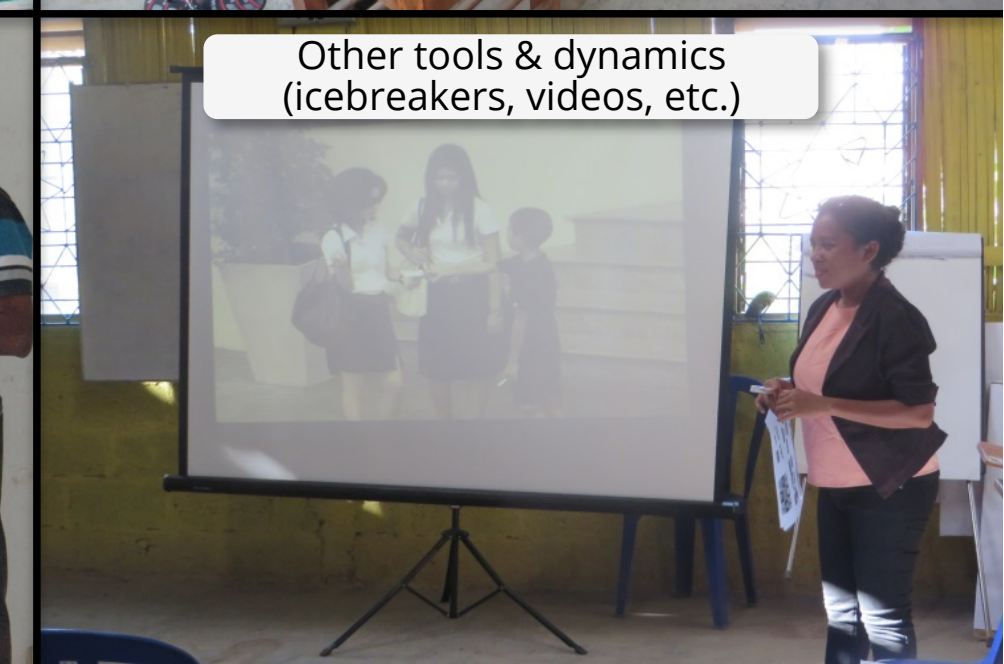
Brainstorming



Competitions (e.g., quiz show 'who wants to be a millionaire')



Individual & group presentations



Other tools & dynamics (icebreakers, videos, etc.)

[Sport for Life]

During

The Event



Divided by practice stations

- Sport Development stations
- Sport for Development stations

1 or 2 groups per station (rotation)

Sport Equipment made of garbage



After

Youth Leadership Camp



SPORT FOR LIFE YOUTH LEADERSHIP CAMP

1 TUE, NOV 29 th Facilitation Skills	2 WED, NOV 30 th Strategic Planning Antoninho Pires (Ministry of education): <i>Education Benefits</i>	3 THU, DEC 1 st Inspiring & Inclusive Leadership Julião dos Reis (Prime Minister Adviser): <i>Steps for Success</i>	4 FRI, DEC 2 nd Human Resources Management Angelina Araújo (Plan International): <i>Gender Equality</i>	5 SAT, DEC 3 rd Negotiation & Conflict Management Visit to Resistance Museum	
Cultural Evening			Sport Practice: Net Ball Athletics		
Family Time					
6 MON, DEC 5 th Coaching Ahimsa-ka Satya: Yoga Practice	7 TUE, DEC 6 th Material Resources & Creativity Ego Lemos (Permatil): Permaculture & Sustainability	8 WED, DEC 7 th Marketing & Promotion Marie Stopes Timor-Leste: Reproductive Health & Marketing Help organizing the National Heroes Day	9 THU, DEC 8 th Creating Clubs Mariana Figueredo (MOVE): Club Building	10 THU, DEC 9 th Summary & Next Steps	11 FRI, DEC 10 th Event & Graduation <i>Sport for Life</i> Event & Graduation
Sport Practice: Zumba	Movie screening: A Barefoot Dream	Sport Practice: Inclusive and adapted sports		Family Time	



After

Youth Leadership Camp



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[Sport for Life]

After

S4L Replication

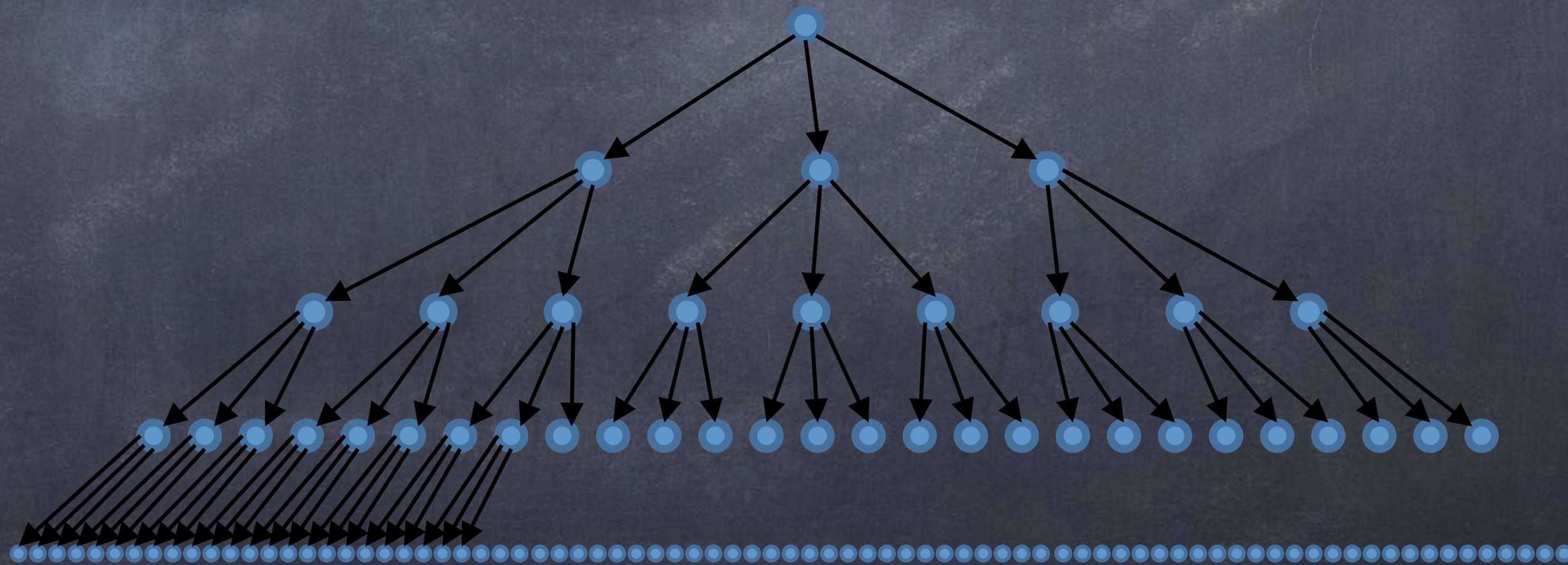
It happened in both projects,
several times and with success

[Sport for Life]

After

S4L Replication

It happened in both projects,
several times and with success



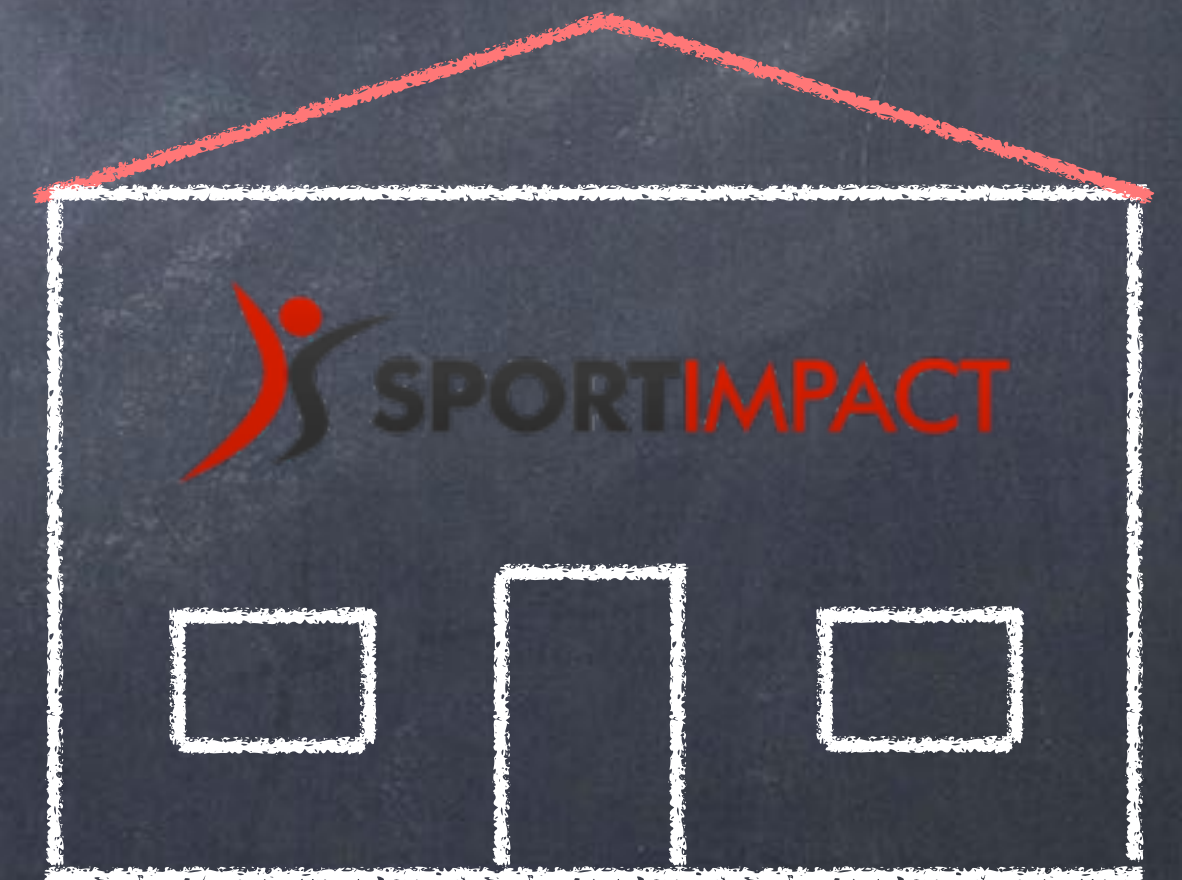
[Sport for Life]

After

Regular participation in a Multisport Club

Introduction of the workshop module
'How to create a club?'

So far no results...



[SportImpact]

...so far...

1 UNESCO World Youth Ambassador

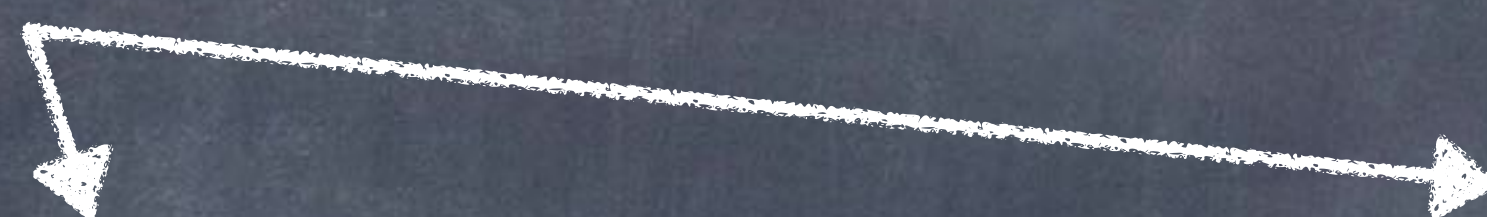


[SportImpact]

_So far...

1 UNESCO World Youth Ambassador

20+ jobs created



[SportImpact]

_So far...

1 UNESCO World Youth Ambassador

20+ jobs created

30+ partnerships



Engaging stakeholders collaboratively



Most of the relevant stakeholders were engaged and collaborated actively with the project.

National sport organizations



International organizations



LOCAL COMMUNITY

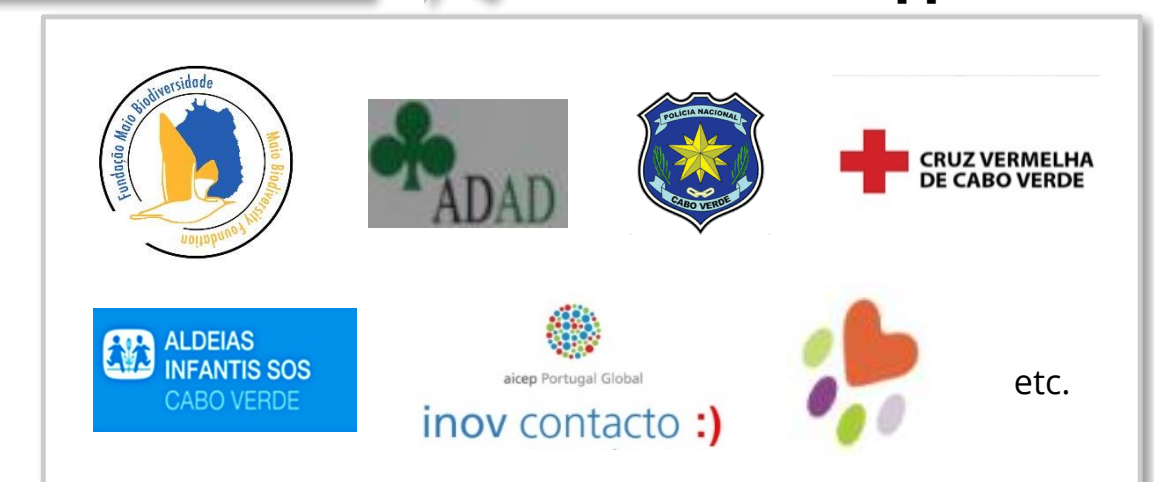
- Youth leaders/volunteers (Youth Centres and associations)
- Sport associations & clubs
- Schools and teachers
- Community leaders/local administration

Etc.

Government



Volunteers/support



[SportImpact]

...So far...

1 UNESCO World Youth Ambassador

20+ jobs created

30+ partnerships

100+ empowered local leaders



[SportImpact]

...So far...

1 UNESCO World Youth Ambassador

20+ jobs created

30+ partnerships

100+ empowered local leaders

200+ empowered facilitators



[SportImpact]

...So far...

1 UNESCO World Youth Ambassador

20+ jobs created

30+ partnerships

100+ empowered local leaders

200+ empowered facilitators

50,000+ participants



The Future?

Reaching new Groups

- Disabled
- Women
- Elderly
- Prisoners
- Ethnic Minorities

Reaching new Places

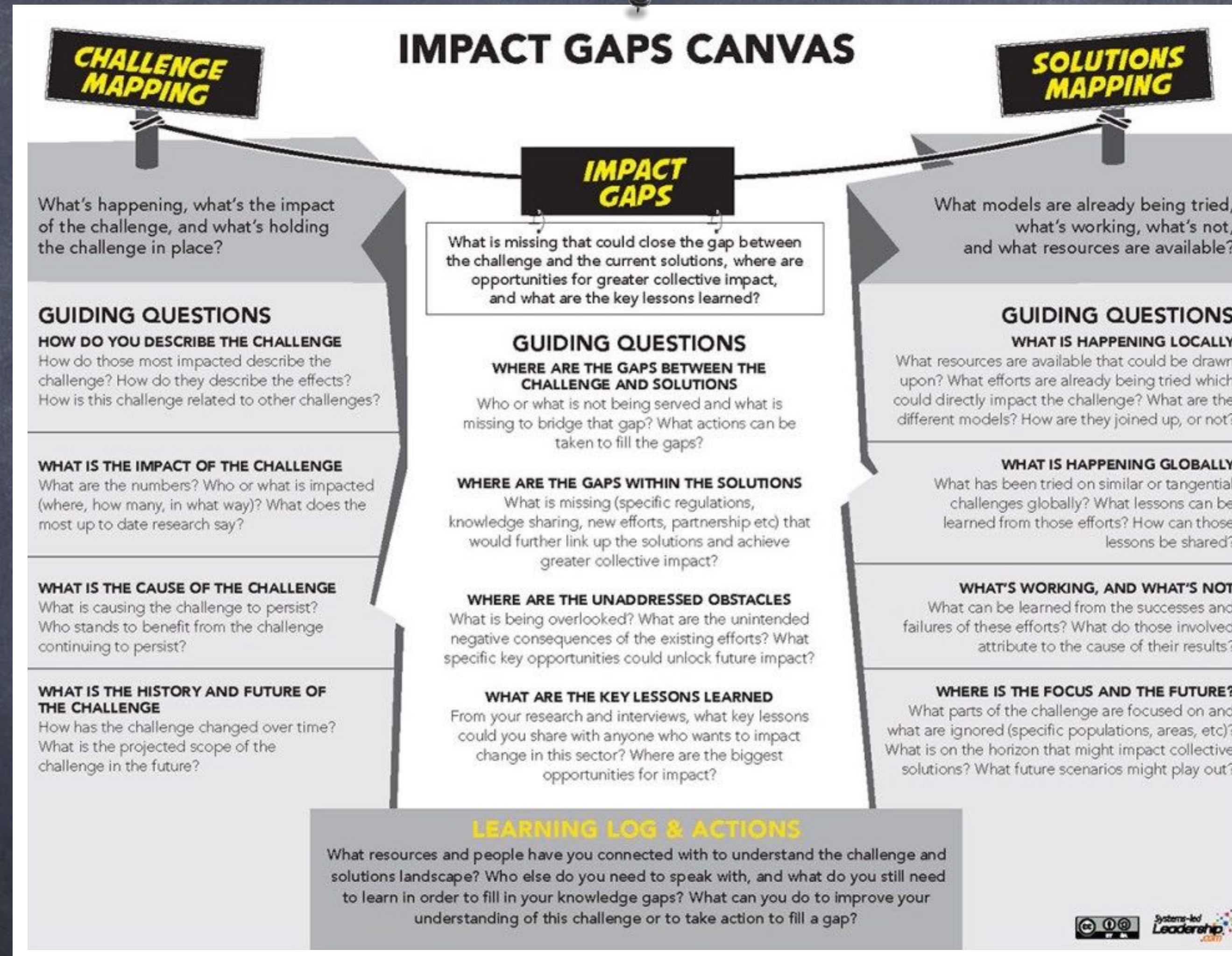
- New countries
- New regional capitals
- New village
- New tribes



[Problem /
Solution]

[P/S]

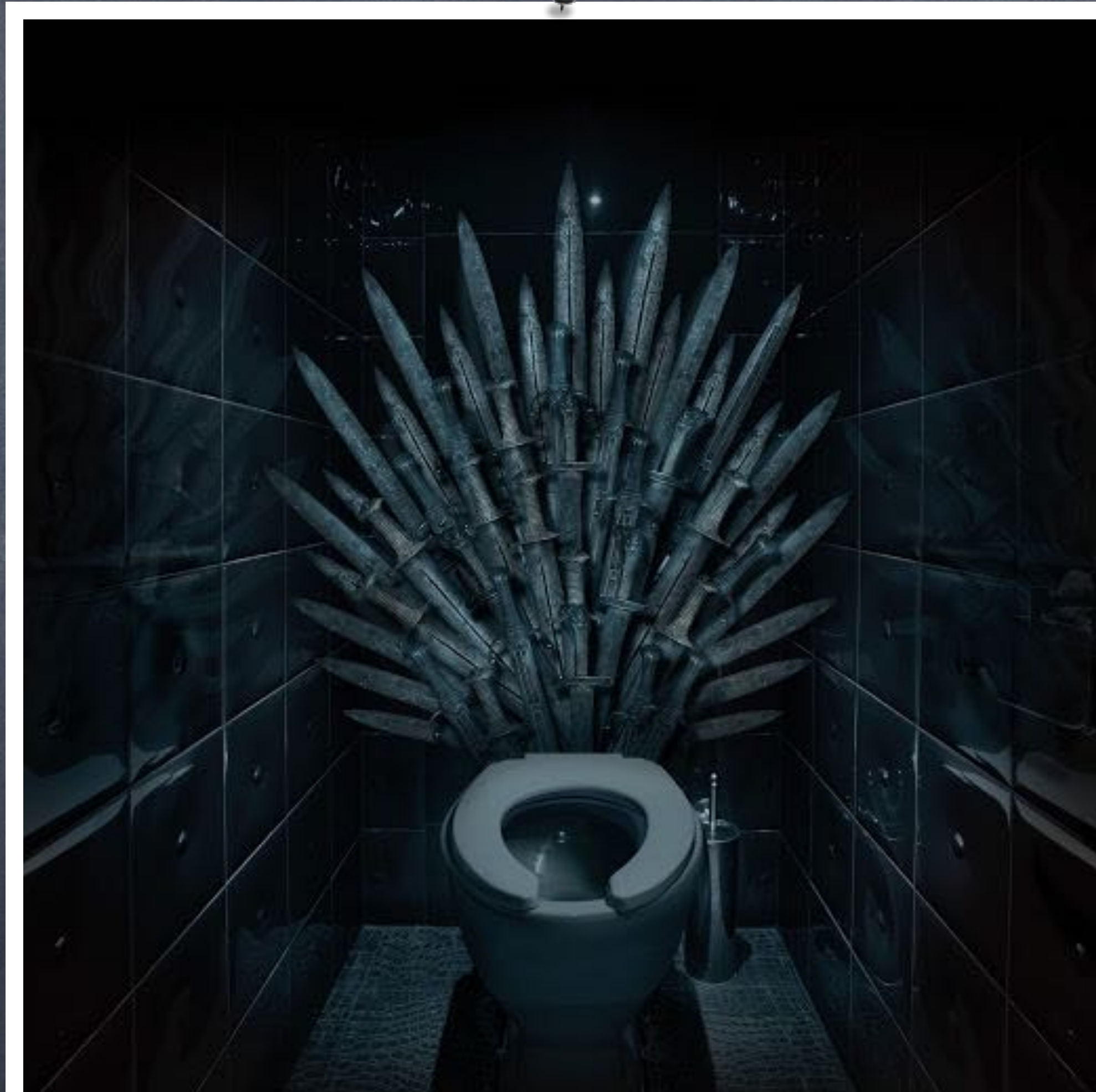
Impact Canvas



Now watch this

[P/S]

The Toilet



Now watch this



[Wrap up]

[Wrap Up]

The Wrap Up

- Social Entrepreneurship

[Wrap Up]

The Wrap Up

- Social Entrepreneurship
- The Washings

[Wrap Up]

The Wrap Up

- Social Entrepreneurship
- The Washings
- Social Organisations



Questions & Comments

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