

 It all starts with an **idea...** tell us **yours!**  
Lancaster University Enterprise Centre

---



Is there a typical social  
Innovator?

# The values of a Social Innovator?

---

Trust

Spectrum

People-focused

Passion, then ideas

Social need

Community-focus

Risk-taking

Action-oriented



# Qualities and attributes of a social Innovator?

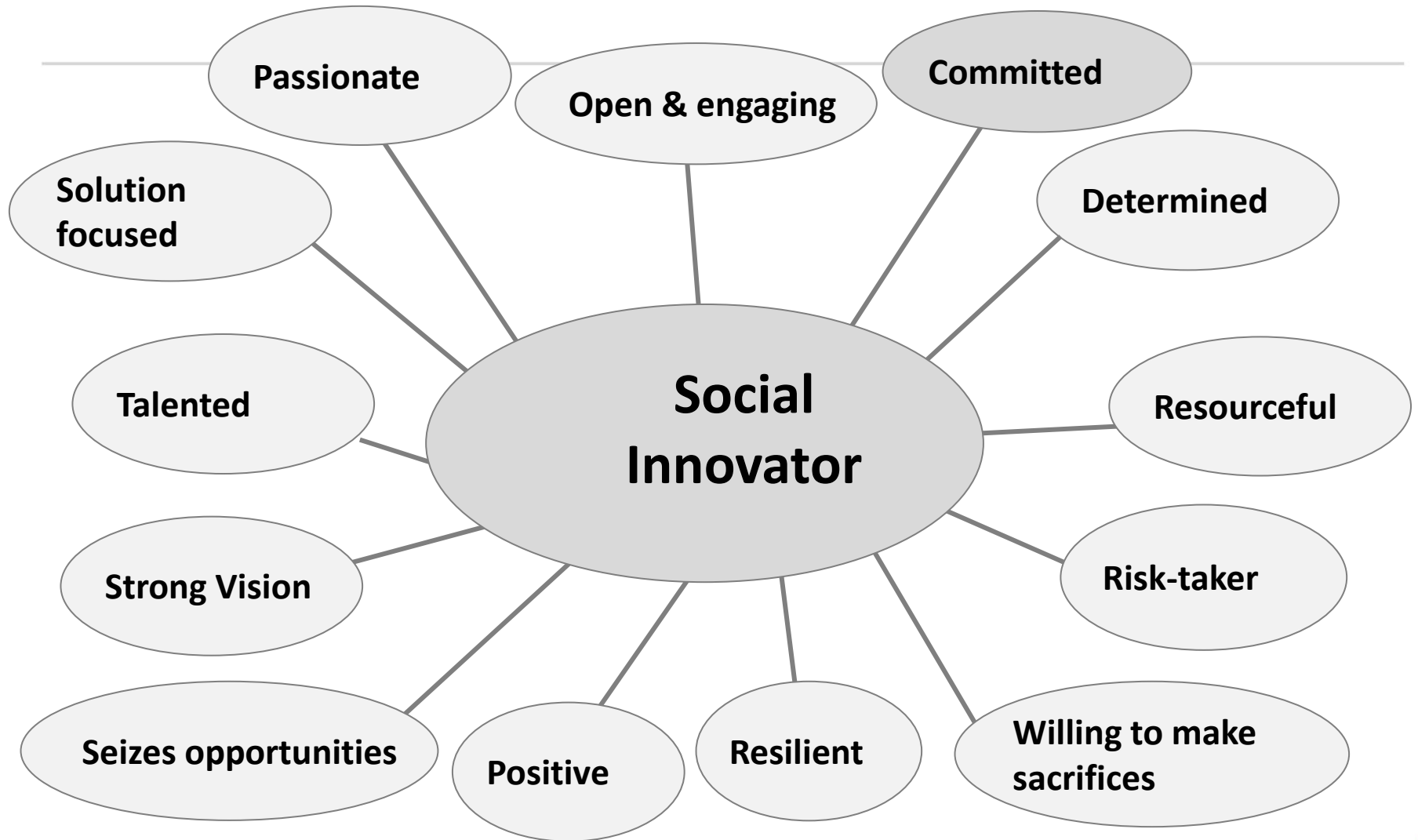
---

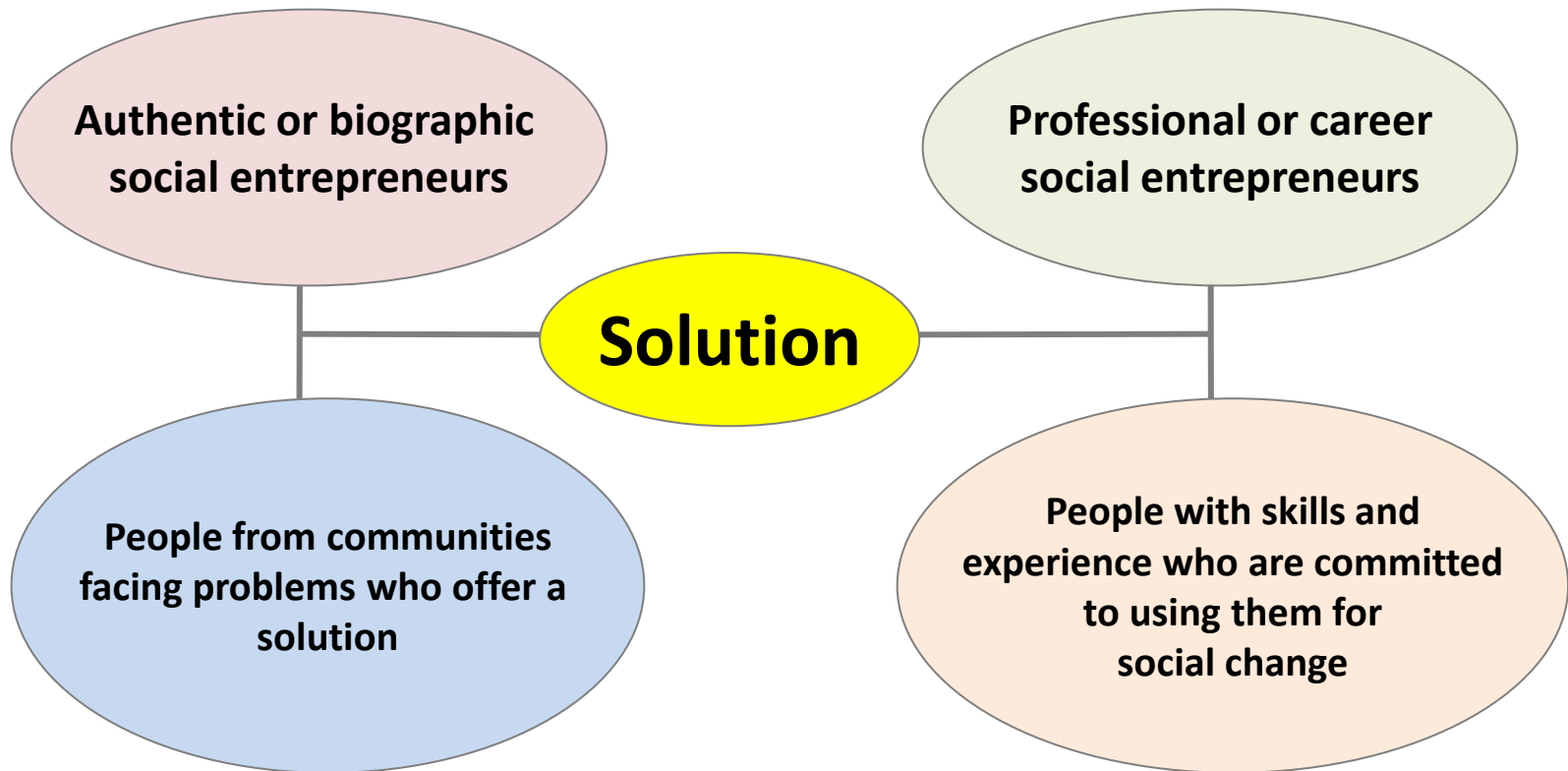
- **Exercise:**

In groups of 4, 15 mins to discuss what qualities a social entrepreneur might have

Think variety and consider what, in an ideal world, the perfect entrepreneur might look like

Pick 4 attributes and debate why you've chosen them





# What is a Social Entrepreneur – some Definitions

---

- 1) Inspiring individuals who want to bring about social change
- 2) People who want to find innovative solutions to social challenges facing communities, wider society and the world itself
- 3) People who feel passionate about a social or environmental issue and want to do something positive about it

# What is a Social Enterprise – some Definitions

Businesses that trade in order to achieve a social objective, reinvesting their profits in the business and in achieving their social mission

- 2 core aims...

# Core Aims

---

1. Able to tackle its social mission
2. Potential to generate enough income to become sustainable



# Conclusions

---

- ✓ There is no ‘model’ social innovator or entrepreneur
- ✓ Be open-minded, flexible and willing to take risks – like any good entrepreneur!