



# Developing social enterprises and the Social Enterprise Mark

Lucy Findlay FRSA  
Managing Director  
Social Enterprise Mark CIC

# What is the Social Enterprise Mark?



## Only UK & international certification authority for social enterprises:

- License acts as guarantee that a social enterprise commits 50% to social/environmental benefits
- Protects social enterprise principles through impartial and independent assessment process

# Definition of social enterprise



A social enterprise is a business that ploughs its profits back into a strong social or environmental mission  
(No legal definition)

# How are universities developing social enterprise agenda?



- Identifying themselves as social enterprises
- Identifying spin outs/trading subsidiaries
- Curriculum in business schools
- Business support eg UnLtd programme
- Working with local communities in partnership
- Innovation space

# Social Enterprise Mark benefits for spin outs



- Shows a separate and different business identity
- Many spin outs often have a social/environmental mission at forefront – want to give something back
- Fits with ethos of the university environment & culture

# How is Social Enterprise Mark certification different?



- **NOT** a membership body – approval not automatic
- Renewal not automatic – we review Mark Holders' continuing eligibility on annual basis
- Proof that applicants have been assessed against sector-agreed criteria
- Subject to independent Certification Panel

# Benefits For Your Organisation



- ***Differentiates*** your organisation by:
  - Guaranteeing & demonstrating your social impact
  - Demonstrating your commitment to reinvesting profits towards social/environmental purposes
  - Cutting edge of ethical business
- National campaigns & communications support
- Access to exclusive tools and resources
- Recognised 'badge' = increased exposure

# Peninsula Dental Social Enterprise



- Dental School of PU have constituted as CIC
- Runs as a business with income derived from student fees
- Provides excellent dental access particularly marginalised groups eg Big Issue
- Educates students in challenging surroundings
- Community outreach eg schools, prisons etc



**CU**   
Social Enterprise



*CUSE promotes and supports the creation of social enterprises. In this way we will help the communities we serve more productive and sustainable. All surpluses will be reinvested in the development of new social enterprises.*

ONLY Community Interest Company set up by a university to incubate new start enterprise

- Supports 25-30 social enterprises at all stages of development
- Established a network of over 30 Social Enterprise Champions across the University
- Supported 18 social enterprises over last 18 months with cash support of £42,000
- Attracted further £50k investment for established social enterprises (Scale & Growth)
- Doubled the number of start up inquiries from staff and students to 500 p.a.

# Social Enterprise Mark



## Do you qualify?

### The criteria:

- Have own constitution and governing body
- Have social/environmental aims enshrined in constitution
- At least 50% of profits are spent on socially beneficial purposes
- On dissolution, all residual assets to be distributed for social/environmental purposes
- Earn at least 50% of income from trading
- Evidence of at least 3 ways that the company has made a difference over the last year (social impact statements)

# Application Process



Enquire or complete application online –  
check eligibility using online checklist



Assessment – evidence you meet the criteria



Submission to Certification Panel\* (2-4 weeks)



If successful, awarded license for 1 year



Annual cost dependent on turnover (£350 - £4,500)

**Find out more:**

Look at our website

[www.socialenterprisemark.org.uk](http://www.socialenterprisemark.org.uk)

Or ring helpline

 **0345 504 6536**

