

Workshop 2B Going Hybrid: Designing Your Social Enterprise by Leo Bartlett.

Leo is working with homeless young people together with The Salvation Army.

Books that were referred to by presenter: “Social Enterprises at Oasis” , “The End of Charity and the Rise of Social Enterprise”, “NGO’s for the 21st Century” and “The Theory of moral sentiment” by Adam Smith.

Motives for engaging in Social Enterprise:

- Engagement
- Personal satisfaction
- Mission match

Faith enterprise versus social enterprise.

Challenges:

There are no recipes’, Social Enterprisers are problematic. Language barriers and same phrase make different meaning in Social Enterprise conversations.

Actions:

1. Link to virtue ventures- Social Enterprise Typology (2004).
2. More detail to enable people to locate books referred to, find via library or Community Economic Development site.
3. AISE diagram for Social Enterprise out with ppt. presentation would probably be useful.