G4T

GREEN FOR TOURISM

Module 12. Self employment and (social) entrepreneurship

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LEARNING OBJECTIVES

O1 Provide knowledge on social entrepreneurship
O2 Provide tools for business idea development
O3 Case studies of social enterprises and start up structure
O4 Provide course participants with tools and exercises that can be applied for their own business idea

SUMMARY

1. Defining social enterprises
2. Social enterprise drivers
3. Key concept of social entrepreneurship
4. Types of social entreprise in tourism

S.E DEFINITION

- Social purpose as its core objective

- Using a financially sustainable business model

- Capacity to measure and demonstrate its social impact

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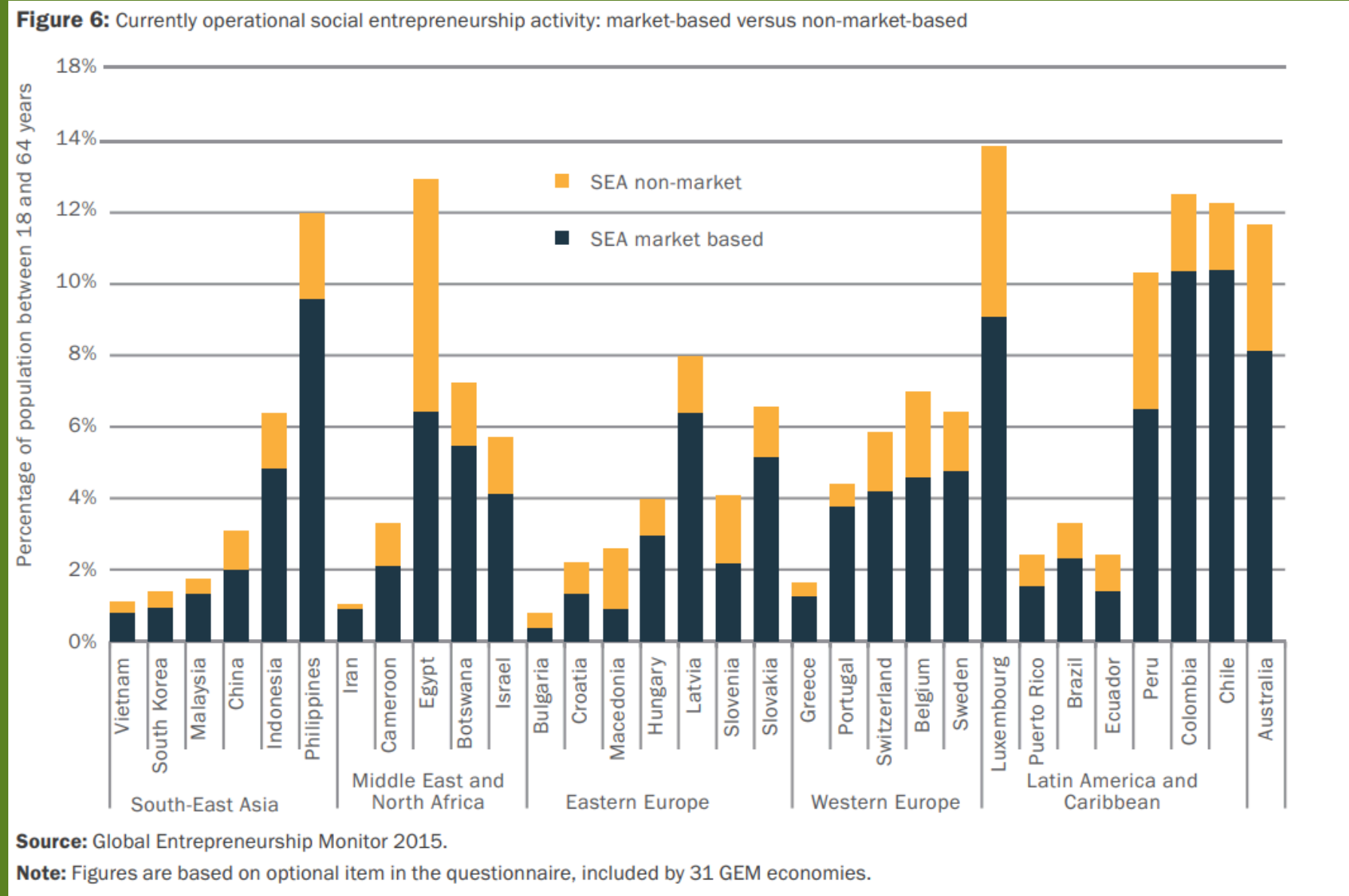FOR FUTURE TOURISM

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RELEVANT CHARACTERISTICS

- Social mission: **focus on value creation**

- **Market-based**

- **Social innovation**

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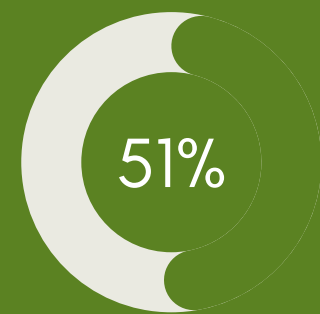
RELEVANT CHARACTERISTICS

- Economic sustainability

- Innovation

- Inclusion/ CSR

- Reinvesting profit for social purposes

- Measuring impact

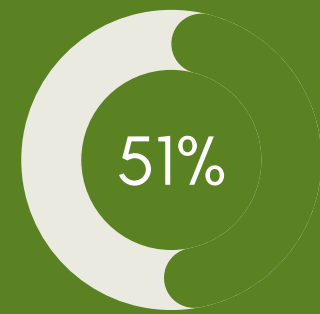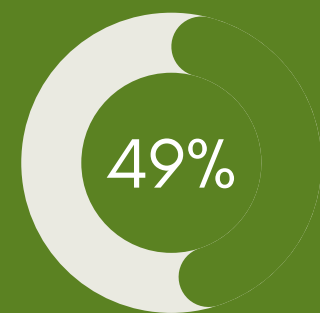# RELEVANT CHARACTERISTICS - RELATIONSHIP WITH THE MARKET

Figure 6: Currently operational social entrepreneurship activity: market-based versus non-market-based

SEA non-market
SEA market based

Percentage of population between 18 and 64 years

South-East Asia: Vietnam, South Korea, Malaysia, China, Indonesia, Philippines

Middle East and North Africa: Iran, Cameroon, Egypt, Botswana, Israel

Eastern Europe: Bulgaria, Croatia, Macedonia, Hungary, Latvia, Slovenia, Slovakia

Western Europe: Greece, Portugal, Switzerland, Belgium, Sweden, Luxembourg

Latin America and Caribbean: Puerto Rico, Brazil, Ecuador, Peru, Colombia, Chile, Australia

Source: Global Entrepreneurship Monitor 2015.

Note: Figures are based on optional item in the questionnaire, included by 31 GEM economies.

The majority of S.E are market based

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TYPES OF IMPACT GENERATED

51% — **51 % of e SDG3: good health and well-being**

51% — **51 % of e SDG10: reduced inequalities**
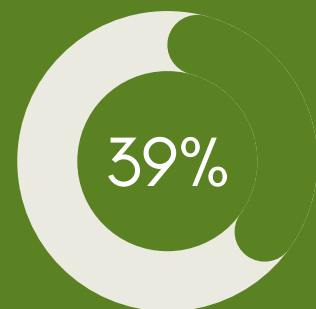

49% — **49% of SDG 8: decent work and economic growth**

THE STATE OF SOCIAL ENTERPRISE IN EUROPE 2020-2021

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LESSON 2 : SOCIAL ENTERPRISE DRIVERS

- Environmental context
- Marketisation of human life
- The role of the state: Ineffectiveness of efforts to meet social needs
- Cultural factors

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CULTURAL FACTORS

- Growth in a socially responsible mindset
- Growing interest of younger generations in social entrepreneurship
- Increased number of women in the workforce
- Growing number of social incubator organisations

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LESSON 3: KEY CONCEPTS OF SOCIAL ENTREPRENEURSHIP

1. Mission and vision
2. Key resources
3. Key activities
4. Type of intervention

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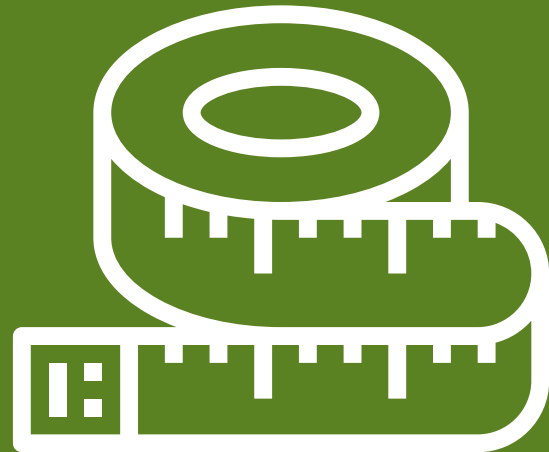
MISSION VS VISION

A **mission statement** defines the organization's business, its objectives, and how it will reach these objectives.

A **vision statement** details where the organization aspires to go

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TYPE OF INTERVENTION

Workshop

Training

Service

Product

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KEY RESOURCES

What resources will you need to run your activities?

- Employees
- Expertise
- Reasearch results
- Access to finance
- Locations of the activities

KEY ACTIVITIES

What type of activities wil your organisation be carrying out?

- Educational activities...
- Supporting people in need...

SEGMENTS

To what type of population the company is going to address the service/product?

Beneficiaries

Who is going to benefit from the enterprise activities?

Costumers

Who is going to benefit from the enterprise activities?

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PARTNERS + KEY STAKEHOLDERS

Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permission?

- Partner associations
- Service providers
- Foundations
- Bank

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CHANNELS

How are you reaching your customers and beneficiaries?

- Social media
- Community centers
- Schools
- Associations

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COST STRUCTURE

What are the biggest expenditure areas? How to they change as you scale up?

- Office material
- Employees
- Activities organization

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REVENUES

What are the sources of revenue?

- Product sales
- Cost of the service you are giving
- Donations
- Grants

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SURPLUS

How are you going to invest your profit

- New line of services
- Product improvements
- Better service for the beneficiaries

SOCIAL BUSINESS MODEL CANVA

Key Resources	Key Activities	Type of Intervention	Segments	Value Proposition
				Social Value Proposition
				Impact Measures
What resources will you need to run your activities? People, finance, access?		*What is the format of your intervention? Is it a workshop? A service? A product?*	Beneficiary	
Partners + Key Stakeholders		**Channels**	Customer	*How will you show that you are creating social impact?*
				Customer Value Proposition
Who are the essential groups you will need to involve to deliver your progamme? Do you need special access or permissions?	*What programme and non-programme activities will your organisation be carrying out?*	*How are you reaching your beneficiaries and customers?*	*Who are the people or organisations who will pay to address this issue?*	*What do your customers want to get out of this initiative?*

Cost Structure	Surplus	Revenue
What are your biggest expenditure areas? How do they change as you scale up?	*Where do you plan to invest your profits?*	*Break down your revenue sources by %*

Inspired by The Business Model Canvas

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COMMUNITY-BASED TOURISM INITIATIVES

- Engages local communities in the tourism value chain.
- Empowers residents to showcase their culture and heritage.
- Ensures economic benefits directly reach community members.
- Allows travellers to closely connect to local communities

Tour operators, that solely focus on benefitting local communities
https://goodtourisminstitute.com/library/how-to-develop-community-based-tourism/#3

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COMMUNITY-BASED TOURISM INITIATIVES

- <u>ResiRest</u>: Social enterprise connecting local families and travellers to provide unique food experiences, supporting the community

- <u>Heart of Argentina Travel</u>: organisation of custom-made trips in both Argentina and Chile, with local guides, promoting slow travel.

- <u>Kara-Tunga</u> is social enterprise from Uganda, experienced in the organization of travel experiences, creating job opportunities to preserve cultural heritage and biodiversity.

- Mida Creek <u>nature</u> camp: supports the local community around the Mida Creek

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ECO-FRIENDLY ACCOMMODATIONS:

- Focuses on minimizing environmental impact.
- Incorporates sustainable practices in energy, water, and waste management.
- Creates eco-friendly alternatives without compromising comfort.

Guest Houses, Homestays Bed and breakfasts, Farm stays, Country houses
https://goodtourisminstitute.com/library/how-to-develop-community-based-tourism/#3

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ECO-FRIENDLY ACCOMMODATIONS:

Top10 most sustainable accomodation:
- Treehotel, Harads – Sweden
- Whitsundays – Australia
- Vigilius Mountain Resort – Italy
- Eco-hotel Adrère Amellal – Egypt
- Magic Mountain Lodge Huilo Huilo – Chile
- Whitepod – Switzerland
- Crosby Street Hotel – USA
- Lefay Resort & Spa Lago di Garda – Italy
- Hoshinoya Karuizawa – Japan
- Marataba Trails Lodge – South Africa

FAIR TRADE TOURISM ENTERPRISES:

- Promotes fair wages and ethical business practices.
- Ensures local communities receive a fair share of tourism revenues.
- Fosters responsible consumer choices for socially conscious travelers.

Farm stays, cultural tours, volunteer activities..
https://www.fairtradetourism.org/

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FAIR TRADE TOURISM ENTERPRISES:

- <u>Fairbnb (BO)</u>: platform connecting travellers and fair trade tourism accomodations
- <u>Coffeebeans tours(Cape Town)</u>: travel agency promoting fair travel experiences, with a focus on local communities.

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FAIR TRADE TOURISM ENTERPRISES:

- <u>Marine Dynamics academy</u>: inspirational experience for people who want to create awareness through eco-tourism, research and community outreach.

Source: Ahttps://www.fairtradetourism.org/

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CONSERVATION-FOCUSED INITIATIVES:

- Aims to preserve and protect local ecosystems.
- Supports biodiversity conservation and wildlife protection.
- Integrates tourism with environmental education and awareness.
- Divided into: 1) wildlife conservation, 2) environmental conservation

Envoironment tours, travel agency, European projects
https://www.fairtradetourism.org/

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CONSERVATION-FOCUSED INITIATIVES:

- <u>Alien Species Awareness Program</u>: information desk active in 2018 and 2019 at the Fiumicino Airport (Rome) for promoting among travellers the **"10 rules for the aware traveller"**
- <u>Responsible travel</u>: Travel agency specialized in eco-friendly tours .
- <u>Kinder</u>: Eco-travel platform, with attention to the exclusion of exploitative practices

CULTURAL HERITAGE PRESERVATION ENTERPRISES:

- Focuses on preserving and promoting cultural heritage.
- Supports the maintenance of historical sites and traditions.
- Encourages responsible tourism that respects local customs.

Cultural routes, https://www.fairtradetourism.org/

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CULTURAL HERITAGE PRESERVATION ENTERPRISES:

- <u>Fondazione CRC</u>: Italian foundation specialised in the preservation of cultural heritage
- <u>Heritage group travel</u>: provides imaginative, tailor-made cultural group tours to member organisations and affinity groups

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CULTURAL HERITAGE PRESERVATION ENTERPRISES:

- <u>INDIGO travel group</u>: Destination Management Company and full-service provider in the organization of tour packages,

  Foundation, cultural travel-agency, https://www.fairtradetourism.org/

TECHNOLOGY-DRIVEN SOLUTIONS:

- Utilizes technology to enhance the sustainability of tourism.
- Platforms connecting travelers with eco-friendly accommodations.
- Apps promoting responsible travel behavior and cultural exchange.

Foundation, cultural travel-agency, https://www.fairtradetourism.org/

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TECHNOLOGY-DRIVEN SOLUTIONS ENTERPRISES:

- <u>GeoHeat</u>: startup that specializes in <u>geothermal heating</u> and cooling systems for accommodations. By <u>harnessing the natural</u> heat from the earth
- <u>SolarStay</u>: solar-powered <u>accommodation options</u> for travelers
- <u>Acquasaver</u>: water-saving solutions for accommodations

Tech startups: https://www.acquasaver.com.au/

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SOCIALLY RESPONSIBLE TRAVEL AGENCIES:

- Incorporates sustainability into the entire travel experience.
- Provides information on responsible travel options to clients.
- Collaborates with local partners to ensure ethical practices.

Travel agencies, local associations:
https://www.fairtradetourism.org/

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SOCIALLY RESPONSIBLE TRAVEL AGENCIES:

- <u>G Adventures</u>: small group trips focused on positive impacts
- <u>Pura Aventura</u>: Active, nature-based trips to <u>Spain</u> and Latin America
- <u>Charitable Travel</u>: social enterprise and a financially protected travel agency

EDUCATION AND CAPACITY BUILDING ENTERPRISES:

- Invests in educating local communities about sustainable practices.
- Builds local capacity for entrepreneurship in the tourism sector.
- Empowers individuals to actively participate in sustainable tourism initiatives.

EU projects, social enterprises
https://goodtourisminstitute.com/library/how-to-develop-community-based-tourism/#3

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EDUCATION AND CAPACITY BUILDING ENTERPRISES:

- <u>Toursim 4.0</u>: the Tourism4.0 project provides capacity building, technology transfer, support and assistance programme for tourism SMEs
- <u>Tourism CoLab</u>: create, nurture and support a global community of change makers and regenerative practitioners

SOURCES

The Missing Entrepreneurs 2021 (OECD)
Social enterprises and their ecosystems in Europe. Updated country report Italy (European Commission)
A map of social enterprises and their eco-systems in Europe (European Commission)
https://euricse.eu/
https://socialenterprisetoolkit.ie/

SOURCES

- ILO: Promoting social Entrepreneurship and Social Capital (2017)
- https://goodtourisminstitute.com/library/how-to-develop-community-based-tourism/#3
- https://charitable.travel
- Global entrepreneruship monitor 2015

THANK YOU FOR WATCHING

!YOU CAN FOLLOW THE PROJECT ON SOCIAL MEDIA!

🌐 https://green4tourism.eu/

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