Social Enterprises From Purpose to Impact

13 January 2021

Prof. Dr. Karen Maas

Ezafung

Impact Centre Erasmus

- Research Centre focussing on Impact Thinking, Strategies and Management
 - Academic Research
 - Teaching (Bachelor, Master, Honour, Executive)
 - Applied Research
 - Social Valorization



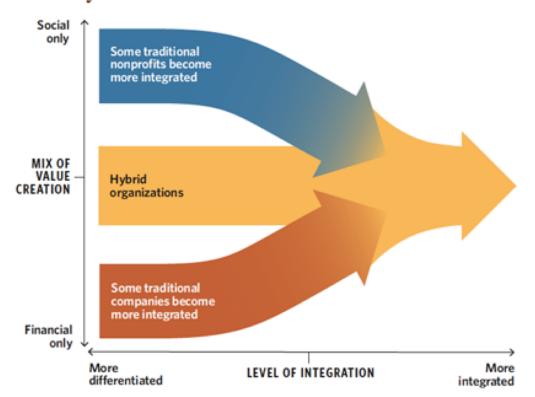


Impact Centre Erasmus

https://www.eur.nl/ice/

The Hybridization Movement

The Hybridization Movement



zafing

Mission statements

At Philips, we strive to make the world healthier and more sustainable through innovation. **Our goal is to improve the lives of 3 billion people a year by 2025**. *Philips, 2018*

Rabobank is a socially-responsible bank. We are committed to making a substantial contribution towards achieving wealth and prosperity in the Netherlands and resolving the food issue worldwide. *Rabobank, 2018*

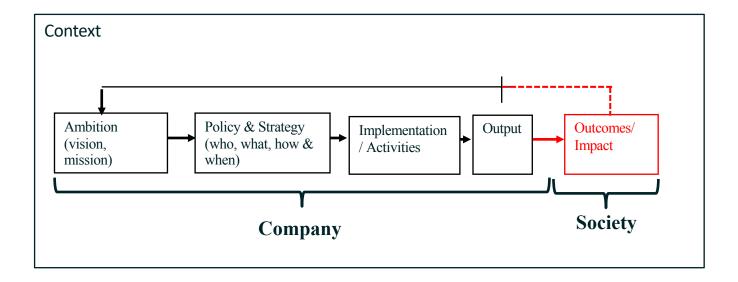
"Our ambition is to become the leading impact investor in 2020 by *doubling our impact and halving our footprint*". FMO "A healthy life for all" Simavi

A 100% slave-free chocolate industry –

that's our goal. It's the reason we created Tony's Chocolonely. And it's our mission to make other people as passionate about 100% slave-free chocolate as we are. Tony Chocolonely

Build the **best product**, **cause no unnecessary harm**, use business to **inspire** and implement **solutions to the environmental crisis**. Patagonia

From Purpose to Impact



Impact is the (additional) effect* of your organization on society (including stakeholders) on the economic, environmental and social dimension

*positive and negative, direct and indirect, intended and unintended

C Crafing



- Czafung



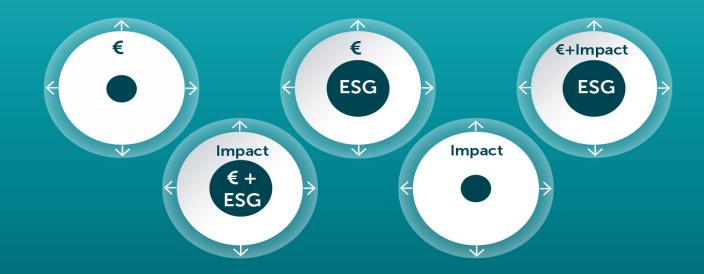
Czafing **~**...



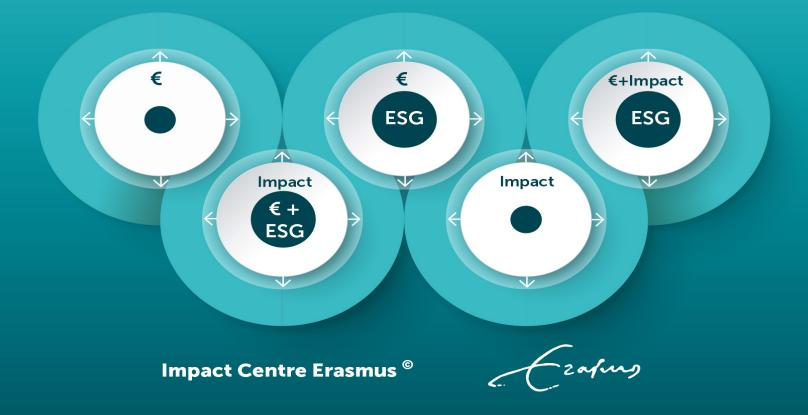
Zafung



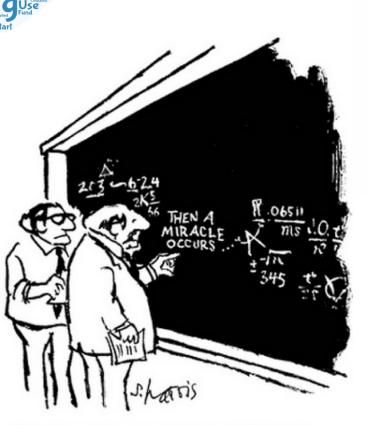
zafing



zafing



At the beginning of every impact measurement.....



Techniques

molement

ariety Entrepreneurship Ussu Entrepreneurship Fund Externeurs Fund Externeurs Fund Externeurs Fund Externeurs

izes

Cultural

Applied

olutions

Beliets Cultural Organizations

Develop

Companiesstart

Aims

Giving

Different

Issues

JSe Back

I know our project works

No, you don't



freshspectrum.com



Impact Centre Erasmus

Environmental Ball

Sizes

Social

Social

Applied

Up

Start

Start Use

Variety Develop

entrepreneurship typeline

zes

Concept Up

FundEmpathy

Issue

"I think you should be more explicit here in step two."

Question to discuss:

- Can impact measurement help to create long term value for Social Enterprises?
 - What are the main reasons to measure impact?
 - What are the main hurdles to measure impact?

Thank you!

maas@ese.eur.nl

www.eur.nl/ice

zafing