

Social Enterprises

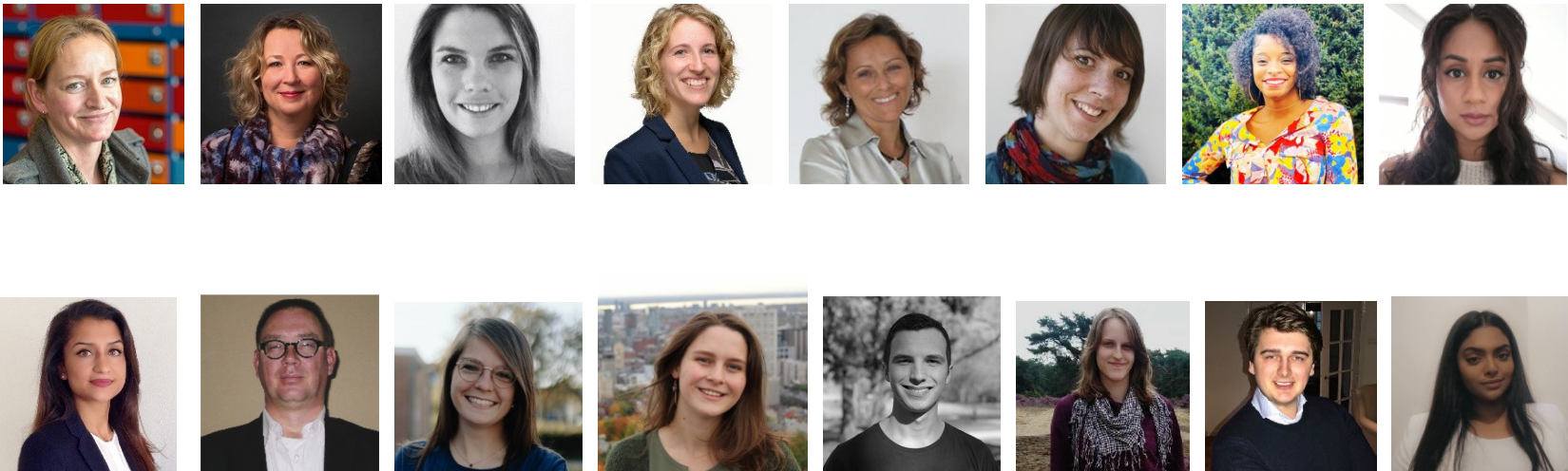
From Purpose to Impact

13 January 2021

Prof. Dr. Karen Maas

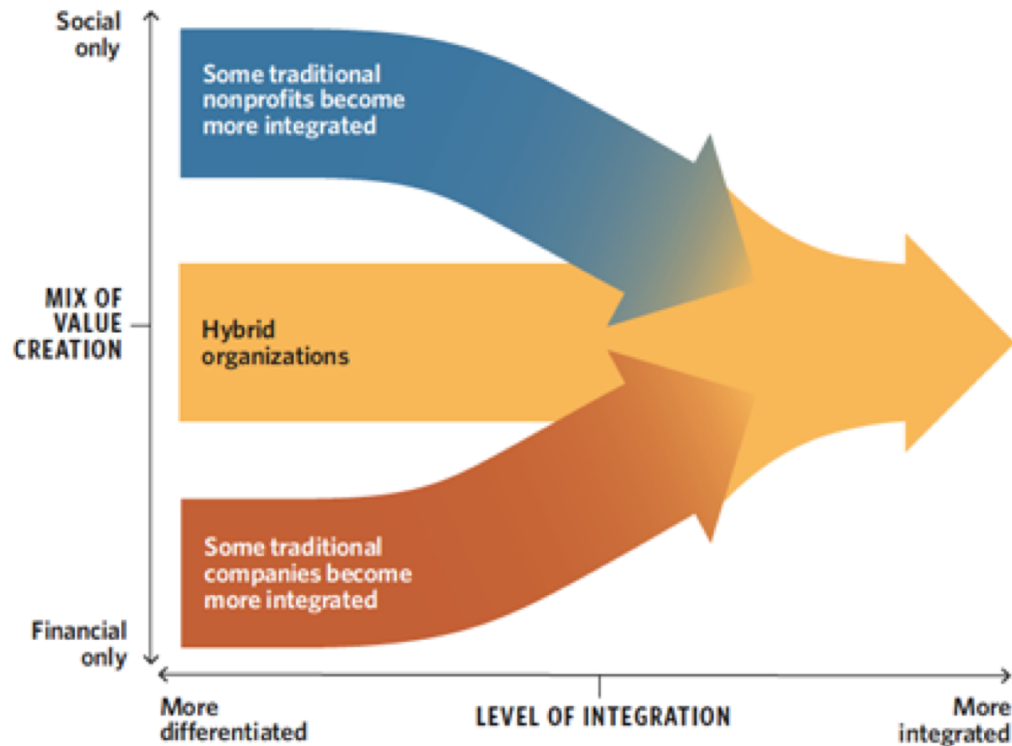
Impact Centre Erasmus

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



The Hybridization Movement

The Hybridization Movement



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

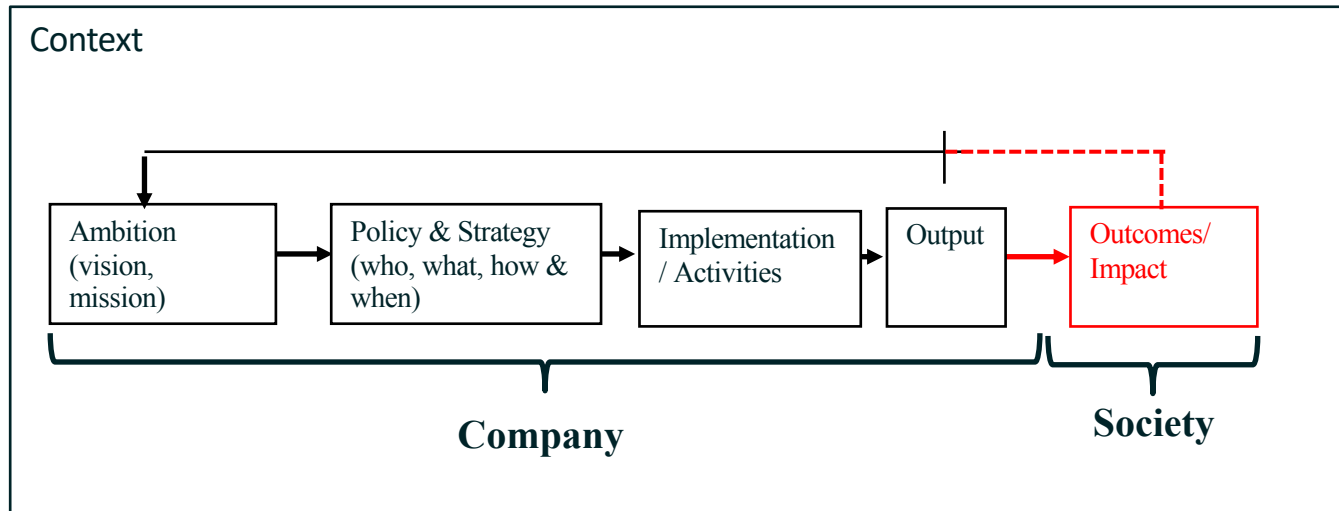
A **100% slave-free chocolate industry** – that’s our goal. It’s the reason we created Tony’s Choclonely. And it’s our mission to make other people as passionate about 100% slave-free chocolate as we are.

Tony Choclonely

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

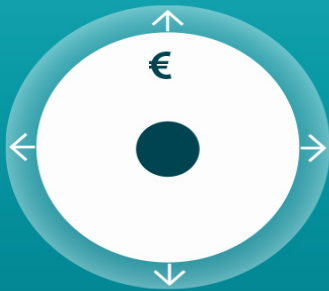
***positive and negative, direct and indirect, intended and unintended**

Different Business Models

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Different Business Models



Impact Centre Erasmus®



Different Business Models



Impact Centre Erasmus[©]



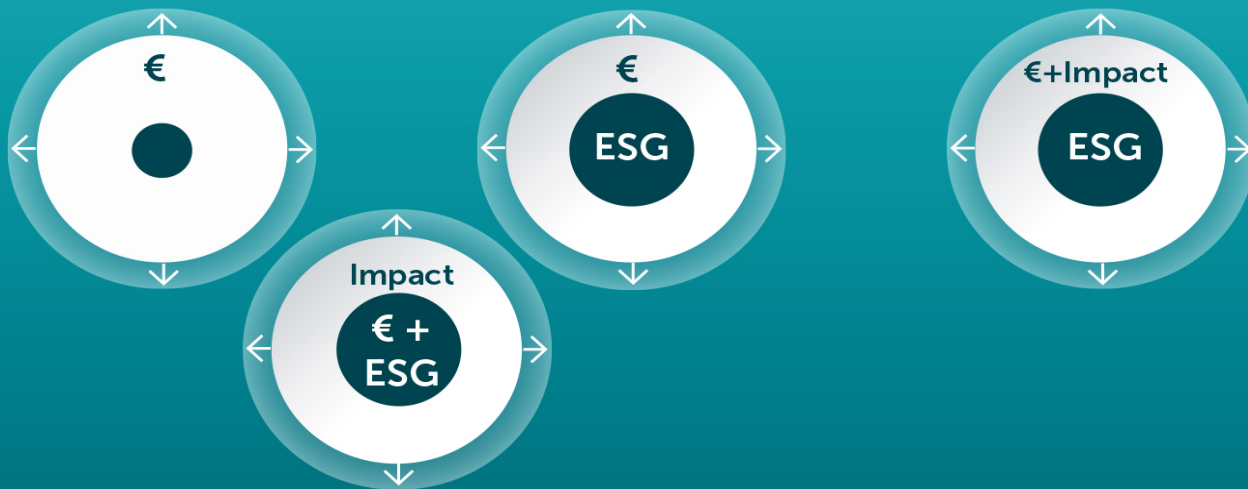
Different Business Models



Impact Centre Erasmus[©]



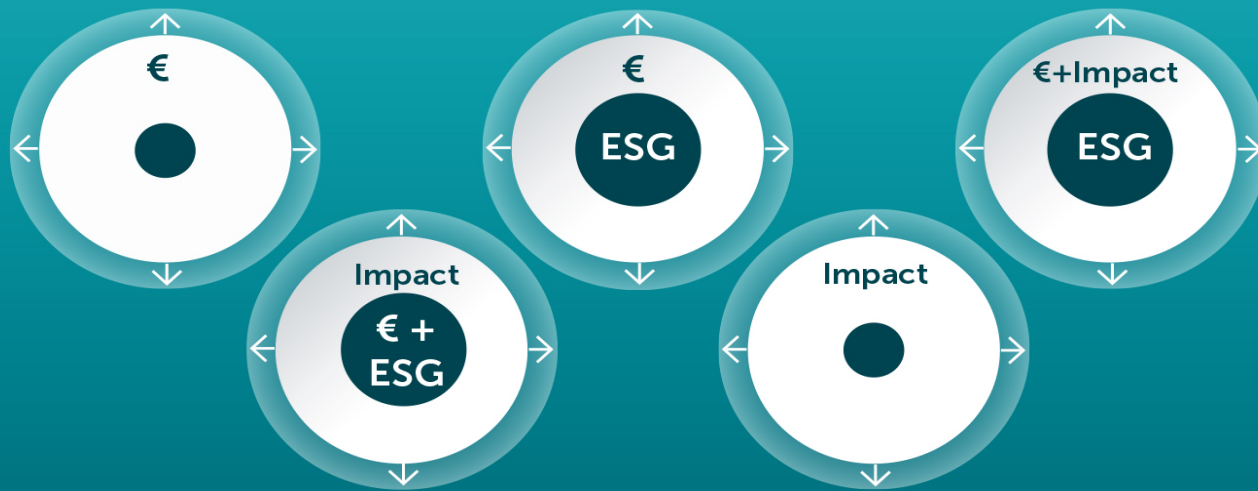
Different Business Models



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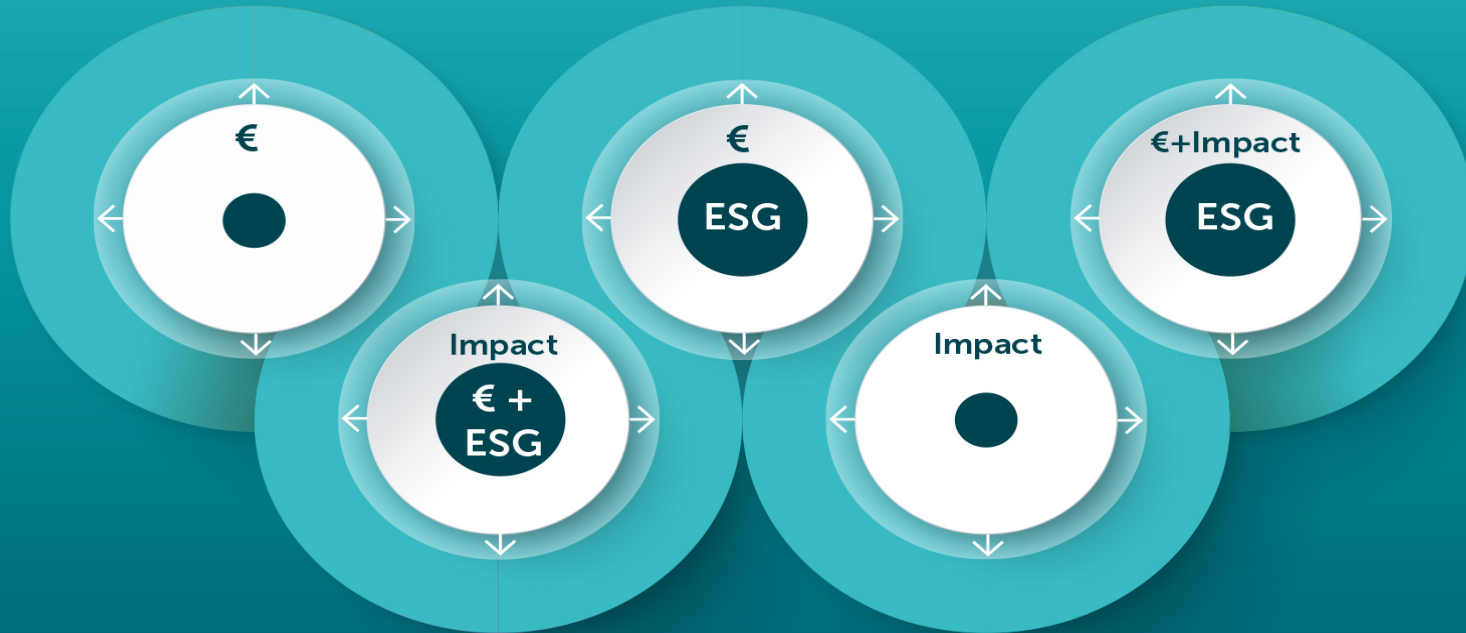
Different Business Models



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Different Business Models



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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!

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