

## Kit 2 Activity 2

*After reading the Case Study 1 and the definitions given, please, say what a Social Entrepreneur is in your own words?*

## Case 1: UtilDeco



### Who?

The case illustrates Util Deco, a work integration social enterprise established in 2008 by a social services providing foundation, "Alaturi de Voi". It organised some professional therapy workshops proving that a person with disabilities can be a successful employee if offered a proper package of assistance at the workplace.

### What?

The Util Deco mission is to integrate socially, people from groups at risk. One of the first groups addressed were people with disabilities who started by making hand products. UD had over 1500 unique products, taking any request, from painting to manufacturing of carnival costumes. Recently UD has organised its activity: production, services and distribution.

### Why?

UD means economic activity reinvested in social programmes. Its goals are:

- To create and maintain workplaces for people with disabilities
- To create handmade unique products in the fields of Arts and crafts
- To offer services in the field of book-binding, printing, personalization, archiving and event organising

### How?

The most important added value is their offer of high quality certified products. They obtained ISO certification and CE mark for the production equipment. UD built a deposit for archiving which fully complies with the European standards. Practically UD offers certified quality in all of its fields of production and services.

### Where?

The UD was first set up in Iasi but soon decided to replicate the model in Targu Mures and Constanta, and production and services facilities in rural neighbouring area for the socio-professional integration of its clients.

## Conclusion

UD has a positive impact on the people with disabilities contributing to the local economy and to the reintegration of people with disabilities who acquired the needed abilities and training to find a workplace on the free market or become a social entrepreneur. It also changed the community mind set switching the perception as far as a person with disabilities is: from an unproductive person to an individual able to produce added value.

## Web Links:

<http://www.utildeco.ro>

<http://www.alaturidevoi.ro>

<https://shop.utildeco.ro/>

Twitter

**Util Deco**

@utildeco

## Supporting Videos:

Util Deco inside the business

<https://www.utildeco.ro/povestim/>




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## What is a Social Entrepreneur?

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A SOCIAL ENTREPRENEUR, in our view, is a person or entity that takes a business approach to effectively solving a social problem. We call this approach an "enterprising idea." Borrowing from the collaborative approach that often distinguishes social entrepreneurs; we also offer the following definitions from a variety of reputable sources.

### *Social entrepreneurs...*

- are individuals with innovative solutions to society's most pressing social problems.  
**Ashoka**
- Act as the change agents for society, seizing opportunities others miss in order to improve systems, invent and disseminate new approaches and advance sustainable solutions that create social value.  
**PBS "New Heroes" Program**
- Are driven by a social mission and a desire to find innovative ways to solve social problems that have been neglected by either the market or the public sector.  
**Kauffman Center for Entrepreneurial Leadership**
- Are pioneers of innovation that benefit humanity. [Note: Enterprising Ideas is partially funded by the Skoll Foundation.]  
**The Skoll Foundation**
- Use the disciplines of the corporate world to tackle daunting social problems.  
**Fast Company**
- Recognize a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change.  
**Wikipedia**

### *Social entrepreneurship is...*

- The art of "simultaneously pursuing both a financial and a social return on investment (the double bottom line)."  
**Institute for Social Entrepreneurs**

### Other terms used in place of "social entrepreneur":

1. Social capitalist
2. Social innovator
3. Venture philanthropists