

# SOCIAL ENTREPRENEURSHIP

THE ECOSYSTEM VIEW OF AN IMPACT INVESTOR

ALL  
SOCIAL  
3.0

Steven Serneels, Piet Colruyt, Johan Mogensson, Mariëke Huisentruyt in gesprek met Filip Michiels

ALLE  
MAAL  
SO  
CIAAL  
3.0

Kunnen ondernemers de wereld redden?

CAN  
ENTREPRENEURS  
SAVE THE  
WORLD ?



STAKEHOLDER OUTREACH

23TH OF JULY 2021

PIET COLRUYT



# GOVERNEMENT

Political discussions  
between “more or less”  
public interventions

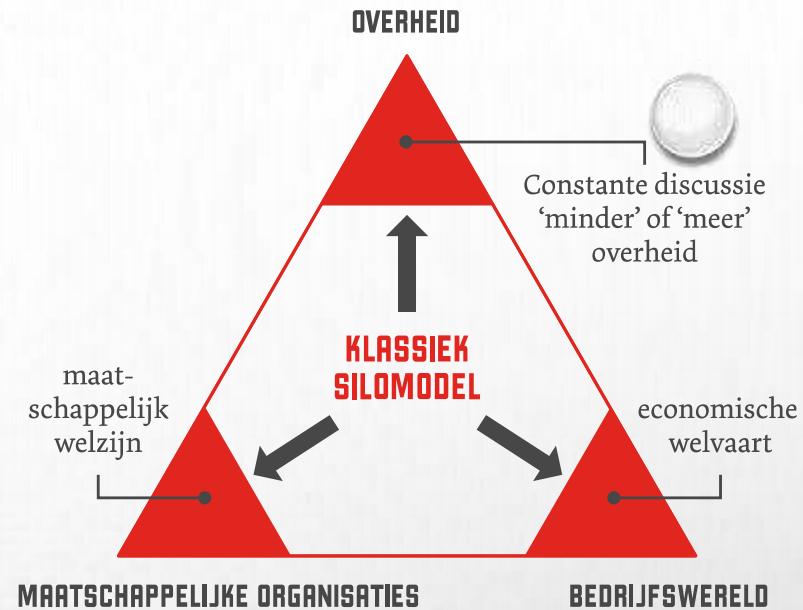
social well-being

## CIVIL SOCIETY

### SILO MODEL

## CORPORATES

economic prosperity



**I ' M . . . . ?**

**I' M P . C .**

I ' M P . C .



Lembecq-lez-Dal. — Pont de la Senne

1928





2010

*me*







**ASHOKA**

*Everyone A Changemaker™*

**SOCIAL**

**ENTREPRENEURS**

CONTRADICTION

OR

PLEONASM ?

*"A bible in the field." —THE NEW YORK TIMES*

*How to*  
**CHANGE**

*the*

**WORLD**

Social Entrepreneurs  
and the Power of New Ideas



• UPDATED EDITION •

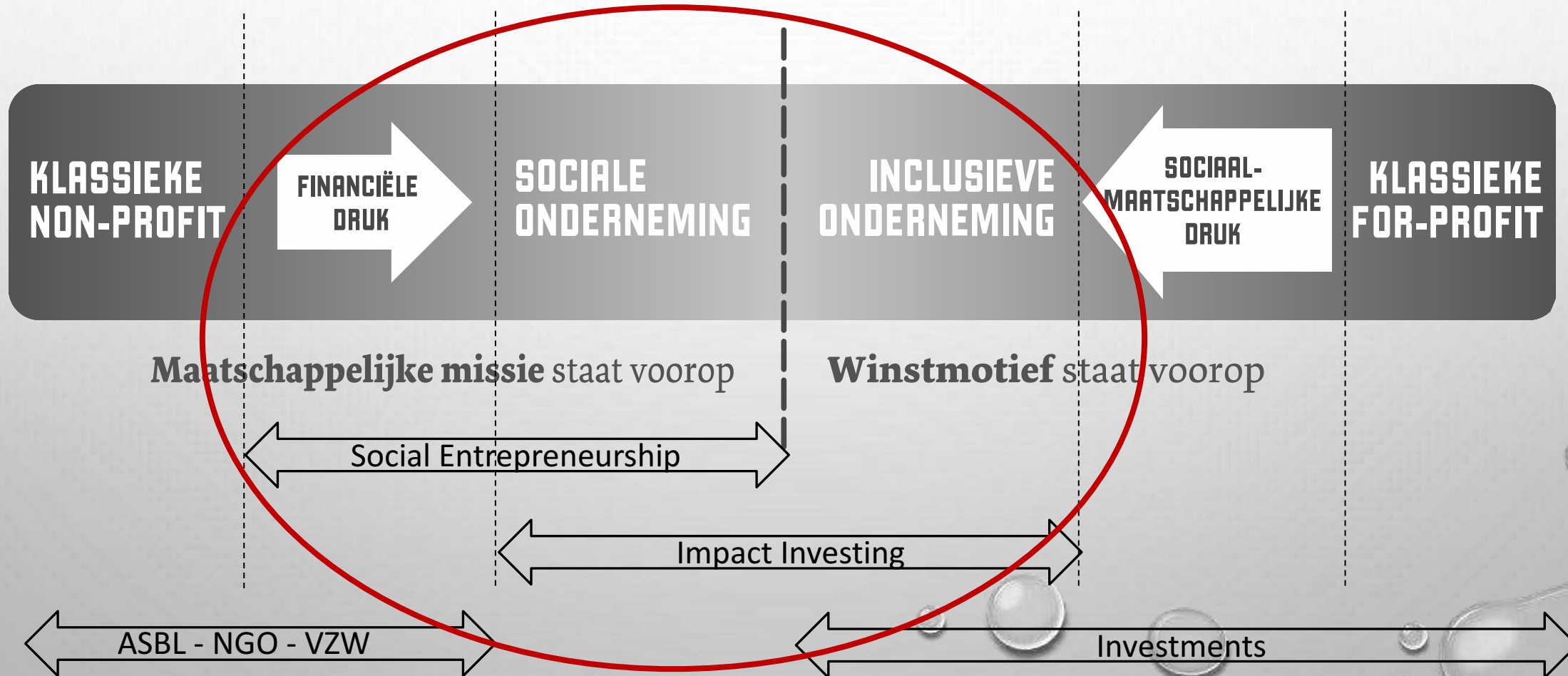
DAVID BORNSTEIN



# SOCIAL ENTREPRENEURSHIP

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## SPECTRUM VAN ORGANISATIES



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SPECTRUM VAN ORGANISATIES



Maatschappelijke missie staat voorop

Winstmotief staat voorop

1) Creation SE's

**NGO**



**SE**

**7 WAYS  
TO MAXIMIZE  
IMPACT**







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1) Creation SE's

**NGO**



**SE**

Towards Integrated Social & Business models





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SPECTRUM VAN ORGANISATIES



- 1) Creation SE's
- 2) Scaling SE's

SE ⇒ SE

7 WAYS  
TO MAXIMIZE  
IMPACT





*Did you know...*  
**MILLIONS OF GIRLS**  
living in developing countries,  
like Uganda, miss up to



of the school year because  
they don't have access to  
**adequate feminine  
hygiene products?**





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7 WAYS  
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- 1) Creation SE's
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SE ⇒ SE

Scaling SE's need financial & non-financial support



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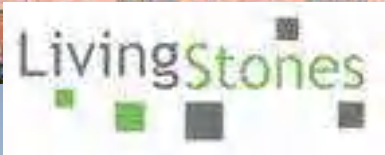


**7 WAYS  
TO MAXIMIZE  
IMPACT**

- 1) Creation SE's
- 2) Scaling SE's
- 3) Copy / Paste

**SE** / **IB**







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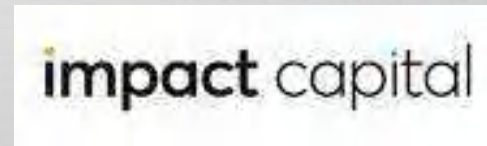


**7 WAYS  
TO MAXIMIZE  
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- 1) Creation SE's
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- 3) Copy / Paste

**SE** / **IB**

Build ambitious Inclusive Businesses





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7 WAYS  
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- 1) Creation SE's
- 2) Scaling SE's
- 3) Copy / Paste
- 4) **Make businesses inclusive**

**IB** ← **B**











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Shared Value Consultancy

IB ← B





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- 4) Make businesses inclusive
- 5) Collaboration

**SE** ↔ **IB**





La mission de Kinomé est de faire de l'arbre une solution de développement humain et économique.

Pour inverser la spirale négative de la déforestation, Kinomé développe des solutions innovantes, rentables et adaptées de restauration, de protection et de réhabilitation des forêts. Ceci aboutit à des programmes concrets et murs-partenariats dont les impacts sont scientifiquement démontrés.

**DANONE**

**KINOMÉ**  
Présenté par Nicolas MÉTRO,  
Président et fondateur de Kinomé

00:32 [vimeo](#)

**Actualités**  
L'abonnement de Kinomé vous fait partie du mouvement Forest&Life !

14 octobre 2015

Depuis votre arrivée sur cette page, **10 435** arbres ont été coupés

**forest&life**

La déforestation de la planète, c'est 750 millions d'un terrain de football qui disparaît toutes les 2 secondes. Pour inverser cette tendance, il suffit que chaque Français plante 2 arbres, la moitié à la portée de tous ! C'est l'objectif de Forest&Life, mouvement international de reforestation créé par Nicolas Métro de Kinomé.

**Je plante avec Forest&Life !**

**Savez-vous que... ?**  
chaque arbre peut absorber une tonne de CO2 !  
Les arbres nous valent la température de

Collection dirigée par Anne Dreyfus

NICOLAS MÉTRO

QU'EST-CE QUI TE FERAIT DANSER DE JOIE ?

"Des clés et des repères pour réinventer sa vie"

**COROLLES**





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- 1) Creation SE's
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Co-Creation combining strengths of both worlds



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Maatschappelijke missie staat voorop

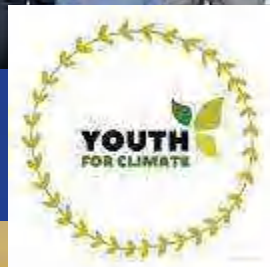
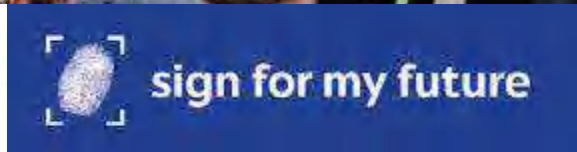
Winstmotief staat voorop

- 1) Creation SE's
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- 3) Copy / Paste
- 4) Make businesses inclusive
- 5) Collaboration
- 6) System Change

NGO ⇒ N(O)GO

7 WAYS  
TO MAXIMIZE  
IMPACT







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“Don’t give a fish. Don’t teach how to fish.

Revolutionize the fishing industry.” Bill Drayton



**NGO** ⇒ **N(O)GO**



# SOCIAL ENTREPRENEURSHIP

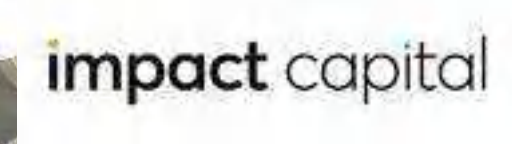
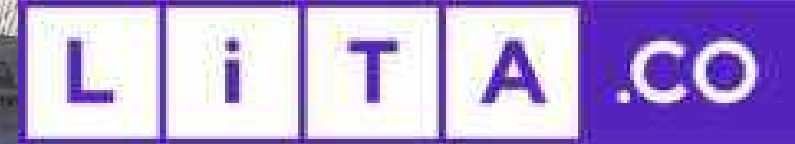
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- 1) Creation SE's
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- 5) Collaboration
- 6) System Change
- 7) Inspiration

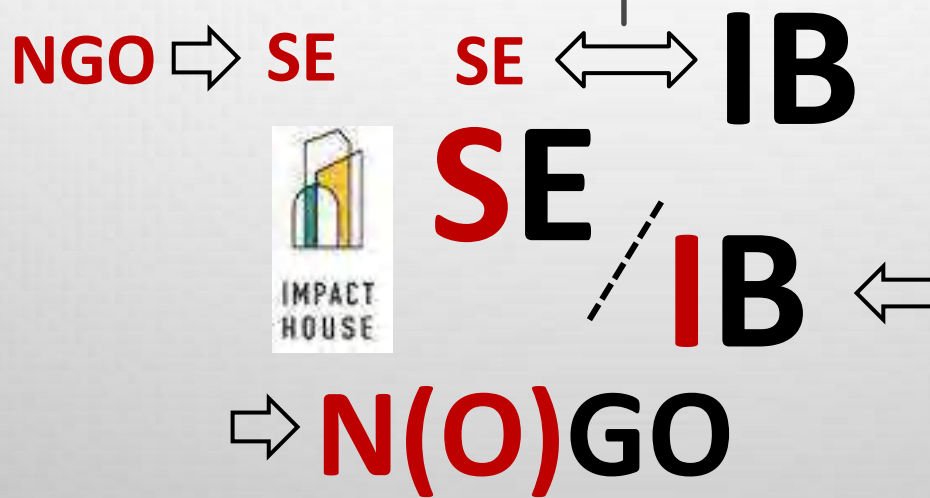




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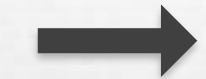
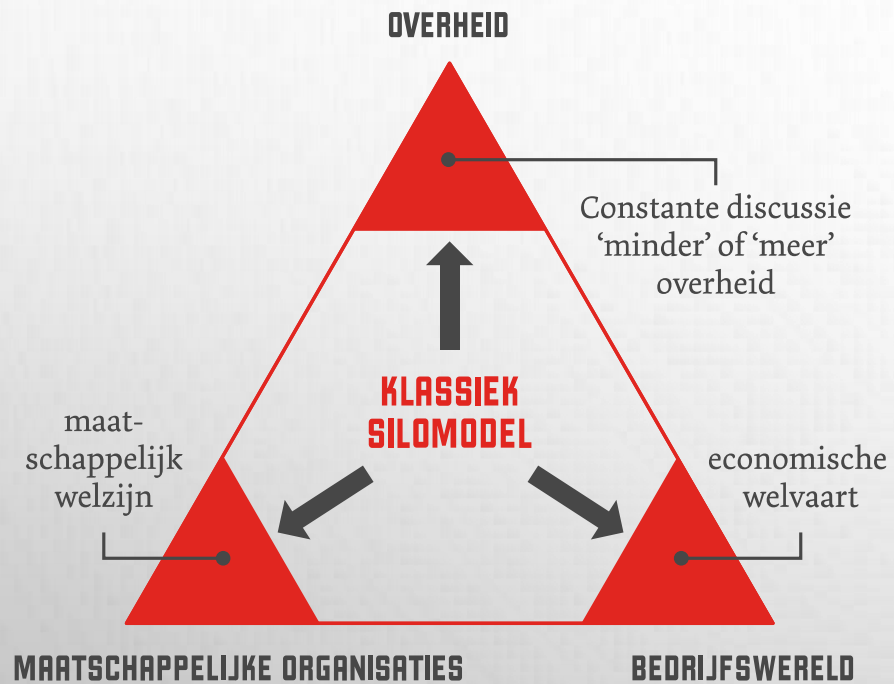
### SPECTRUM VAN ORGANISATIES



“This is the ecosystem view of an impact investor on social entrepreneurship.”

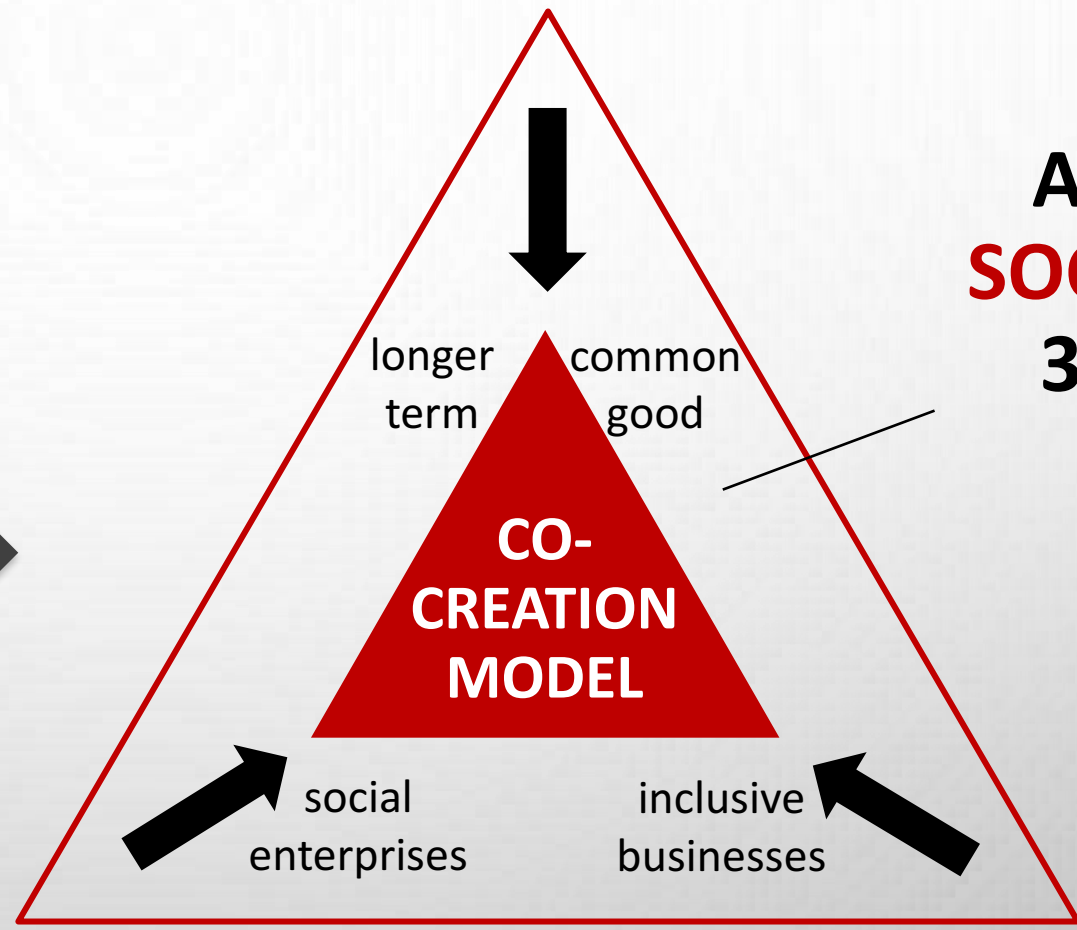
7 WAYS TO MAXIMIZE IMPACT

- 1) Creation SE's
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CIVIL SOCIETY

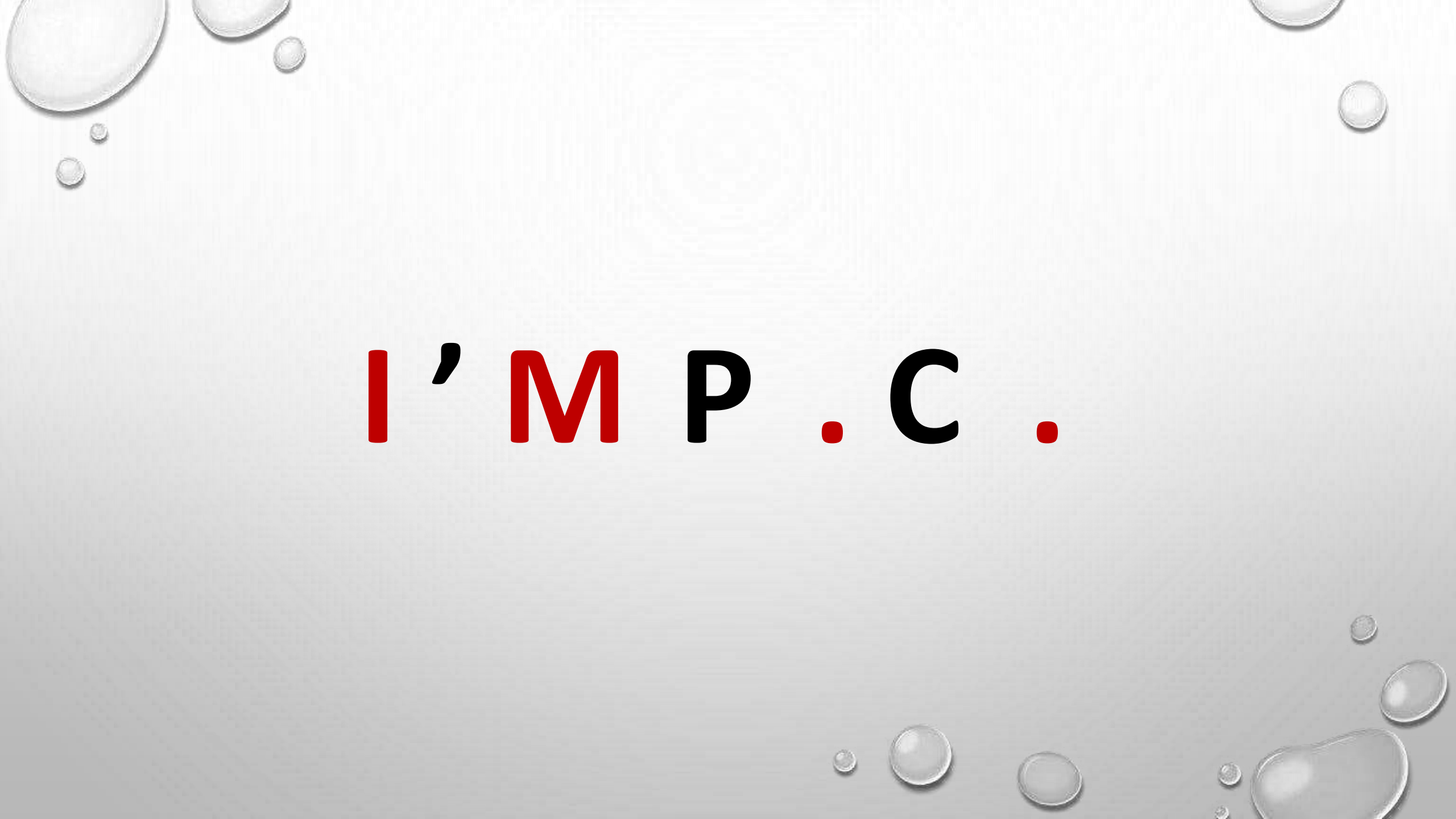
GOVERNEMENT



ALL  
SOCIAL  
3.0



I ' M . . . . ?

The image features a light gray background with a subtle grid pattern. In the corners, there are several realistic water droplets of various sizes, some overlapping. The text 'I'M P.C.' is centered in the middle of the page. The 'I' and 'M' are red, while the 'P' and 'C' are black. There are red dots after the 'P' and 'C'.

**I ' M P . C .**



The background of the slide is a light gray gradient. In the top-left and bottom-right corners, there are several realistic-looking water droplets of various sizes, some overlapping. The text 'I' M P A C T' is centered in the middle of the slide. The 'I' and 'A' are red, while the 'M', 'P', 'C', and 'T' are black. There is an apostrophe between the 'I' and 'M'.

**I' M P A C T**

Thank you !

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