

TURNING IDEAS INTO SOCIAL IMPACT

Monday, 12 MAY, 19.00-20.00



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AGENDA - TURNING IDEAS INTO SOCIAL IMPACT



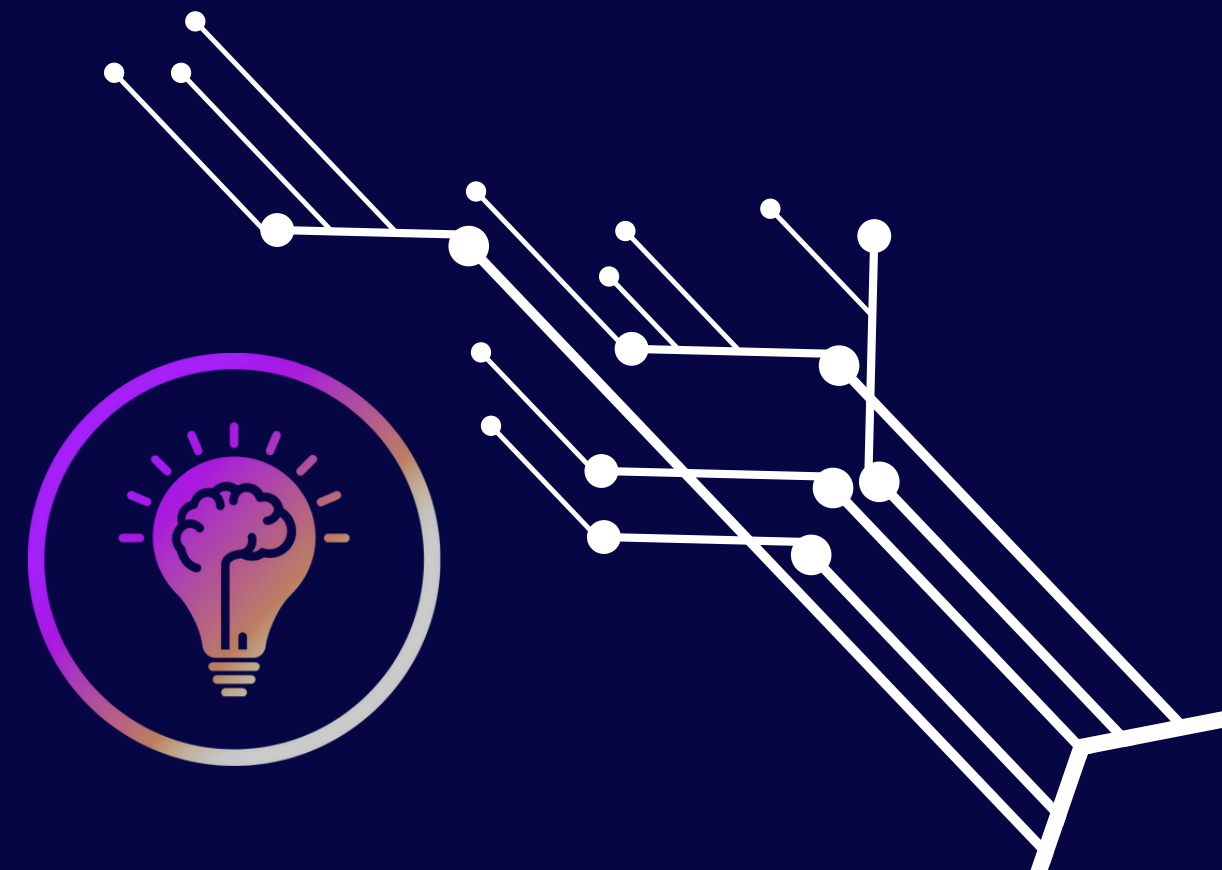
- Welcome & Opening Remarks
- What is social Innovation? *Definition / examples*
- Social vs. Traditional entrepreneurship
- Key capacities: *Empathy, creativity, resilience, teamwork*
- Tools and methods: *Design Thinking, Theory of Change, Lean Canvas*
- Resources
- Q&A & Closing

WHAT IS SOCIAL INNOVATION?



Definition :

Social innovation is the development and implementation of new ideas, services, or models that address social problems more effectively, efficiently, sustainably, or justly than existing solutions.



SOCIAL VS. TRADITIONAL ENTREPRENEURSHIP



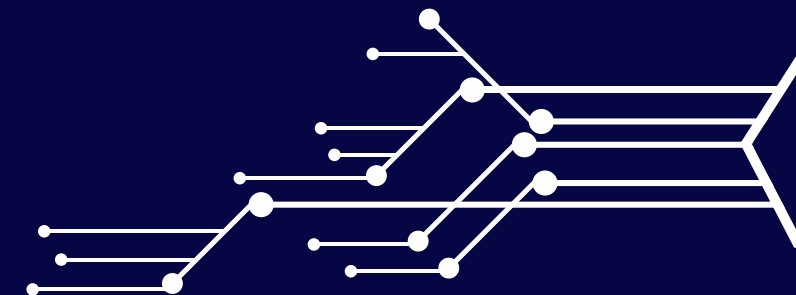
Criteria	Traditionnal Entrepreneur	Social Entrepreneur
Main objective	Profit, growth, market success	Social/environmental impact, systemic change
Motivation	Personal success, financial freedom	Addressing societal or environmental needs
Innovation	Product/service innovation for market advantage	Innovative solutions for social problems
Target Market	Broad/niche customer base with purchasing power	Marginalized or underserved populations
Revenue Sources	Sales, investments, private funding	Hybrid models: sales, grants, donations...

KEY CAPACITIES

EMPATHY, CREATIVITY, RESILIENCE, TEAMWORK



- Empathy : Social entrepreneurs must deeply understand and relate to the needs of the communities they aim to serve. (design human-centered solutions, trust)
- Creativity : social issues are complex and often rooted in systemic failure, creative thinking is essential. Think beyond traditional models and develop innovative approaches.
- Resilience :Social entrepreneurs need mental toughness to persist through setbacks.
- Teamwork : Collaboration across sectors—nonprofits, governments, businesses—is crucial. Strong teamwork fosters co-creation and collective impact.



TOOLS AND METHODS



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Welcome to Business Model Toolbox

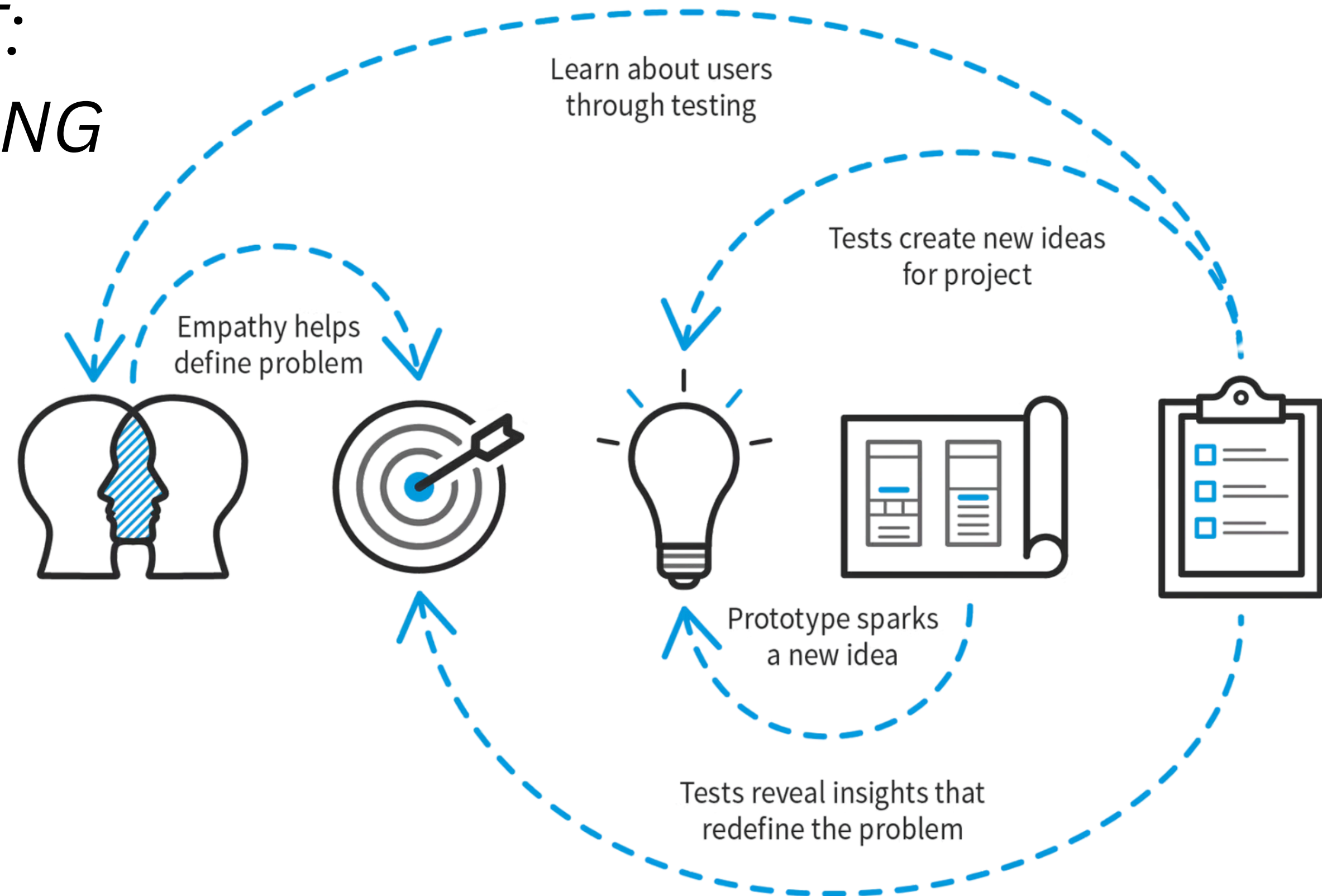
We help you to design and innovate your Business Model

[Get Started](#)



TOOLS AND METHODS

DEVELOPMENT: DESIGN THINKING



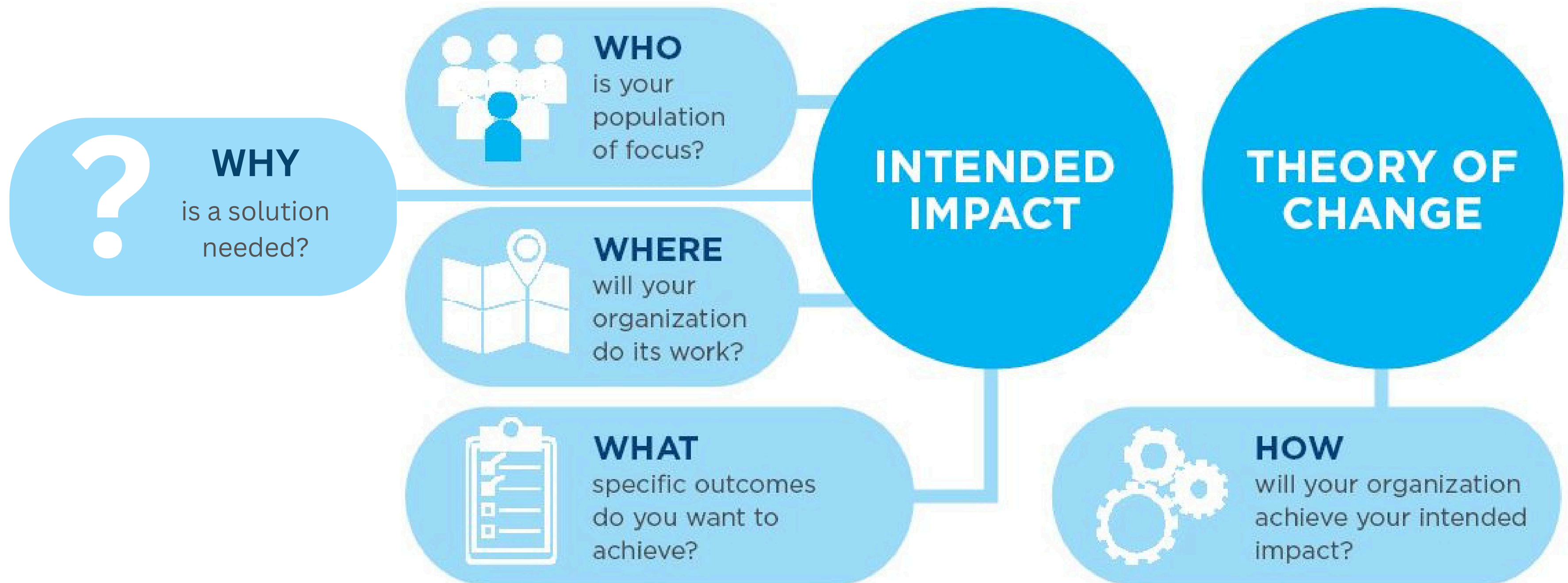
TOOLS AND METHODS

STRATEGY: EMPATHY MAP



TOOLS AND METHODS

STRATEGY: IMPACT & THEORY OF CHANGE



STRATEGY: SOCIAL BUSINESS MODEL CANVAS

Key Resources	Key Activities	Type of Intervention	Segments	Value Proposition
<i>What resources will you need to run your activities? People, finance, access?</i>	<i>What programme and non-programme activities will your organisation be carrying out?</i>	<i>What is the format of your intervention? Is it a workshop? A service? A product?</i>	Beneficiary	Social Value Proposition
Partners + Key Stakeholders		Channels	Customer	Impact Measures
<i>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</i>		<i>How are you reaching your beneficiaries and customers?</i>	<i>Who are the people or organisations who will pay to address this issue?</i>	<i>How will you show that you are creating social impact?</i>
Cost Structure		Surplus	Revenue	
<i>What are your biggest expenditure areas? How do they change as you scale up?</i>		<i>Where do you plan to invest your profits?</i>	<i>Break down your revenue sources by %</i>	
				Customer Value Proposition
				<i>What do your customers want to get out of this initiative?</i>

RESOURCES



FUNDING OPPORTUNITIES

EU :

- Social Economy Action Okab - EU
- European Social Fund Plus
- Programme for Employment and Social Innovation
- Invest EU

Denmark different funding :

- Innobooster
- EUDP
- MUDP
- GUDP
- EUopSTART
- Innofounder
- The Social Investment Fund

Swedish :

- Vinnova - Styker Innovationen

SUPPORT SYSTEMS AND HELP

EU

- Euclid network
- EIC Community
- Impact Hub
- Reach of change
- Cambridge Social Venture Incubator

Denmark :

- Foldschack Advokatpartnerselskab
- Akademiet for Social Innovation
- Cabi
- Den Sociale Kapitalfond
- Greencubator
- KAB-Think tank for social economy and social responsibility
- Reach for Change

Website : Sociale Entreprenorer Danmark





ELISABETH
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*Thank
you!*



