

Social Entrepreneurship: Re-engineering Nonprofits


echostore
sustainable lifestyle

Birth of a one-stop shop

Three women wanted a business with advocacy and something that they could “age with gracefully”





echostore
sustainable lifestyle











echo **market**
sustainable farms









echocafe
culture • community • coffee













Bridging the Gap

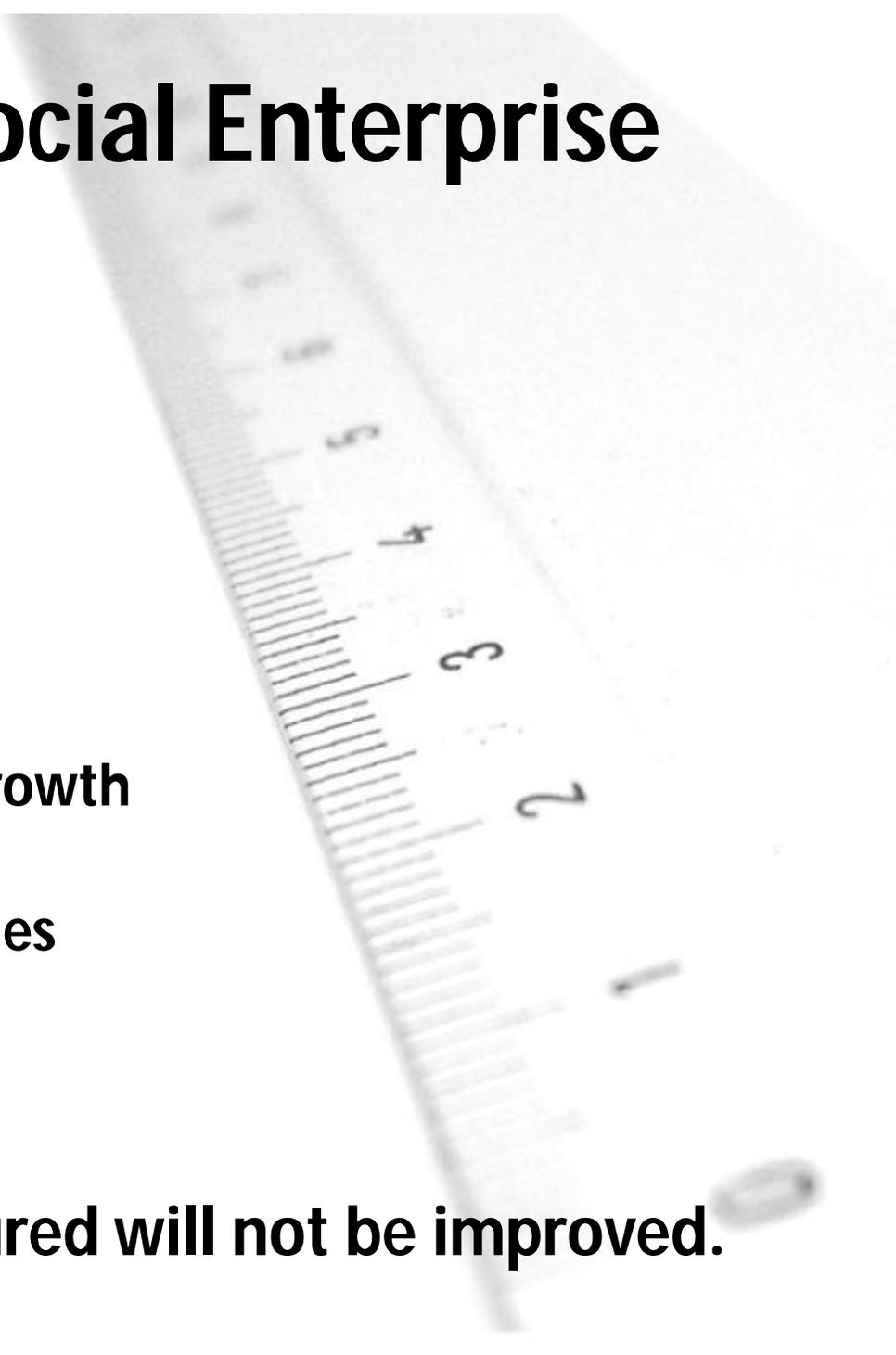
- To strengthen and promote local products
- To increase environmental awareness
- To make sustainable living accessible and possible
- To provide market access to small producers



Be the Change Agent



Measuring the Social Enterprise



- 2 company owned stores
- 2 licensee operated stores
- 24/7 online shop
- Organic year-on-year sales growth
- More than 28,000 beneficiaries

What cannot be measured will not be improved.

Realizing Social Mission Through Entrepreneurship

- Mission
- Branding
- Performance driven culture
- Multiplier effect
- Financial sustainability
- Metrics



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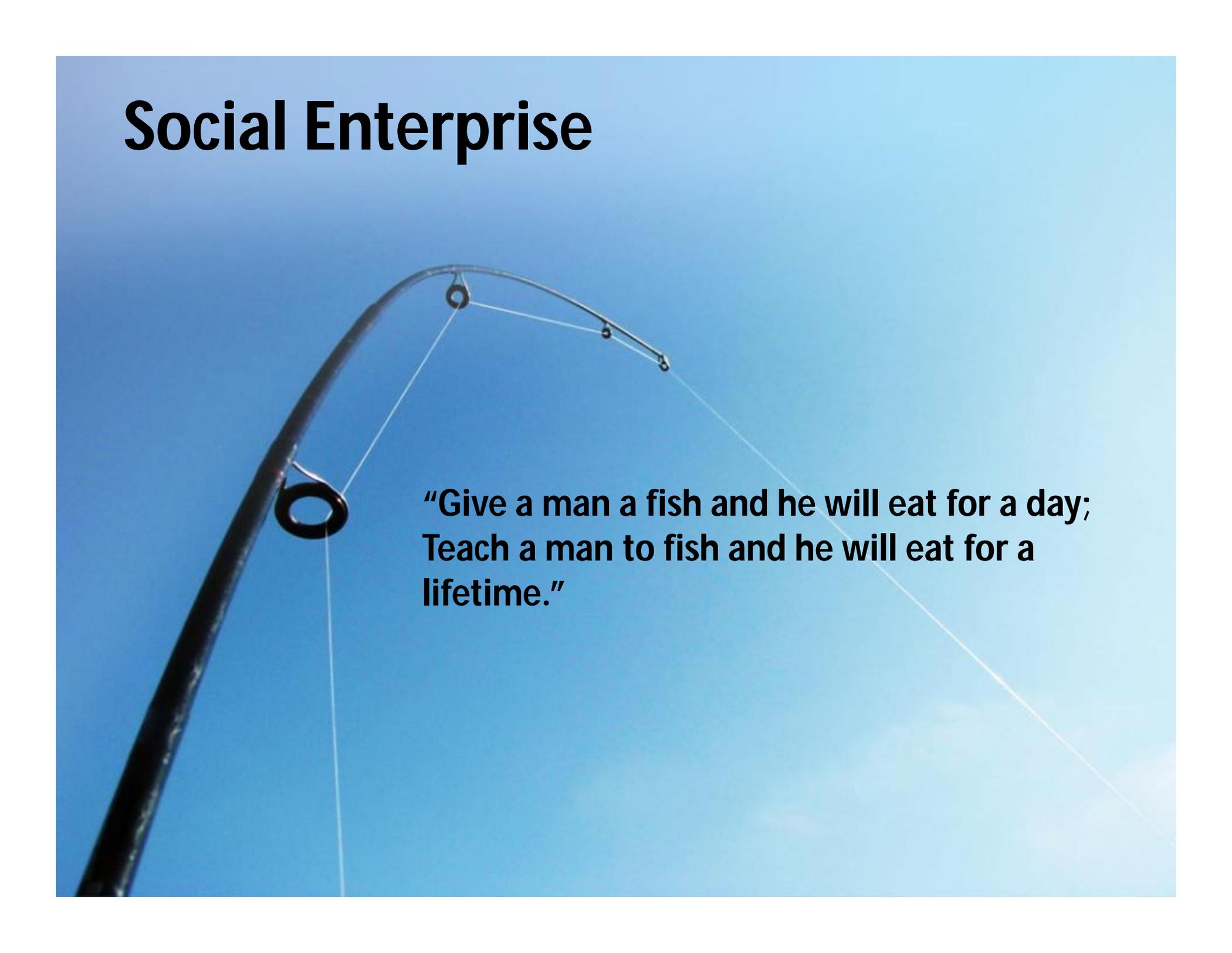


Non-Profit to Social Enterprise

- Clear mission and vision
- Define the business model
- Shared advocacy
- Engage in value adding activities
- Implement processes and standards



Social Enterprise

A photograph of a fishing rod against a clear blue sky. The rod is dark and curved, with a line extending from it. The quote is overlaid on the right side of the image.

**“Give a man a fish and he will eat for a day;
Teach a man to fish and he will eat for a
lifetime.”**

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