



National Conference on Social Entrepreneurship – Chişinău 2017

Collaboration as an impact growing strategy - Social 2 Business Case Study -

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What is Impact Hub?

We believe a better world evolves through the combined accomplishments of compassionate, creative and committed individuals focused on a common purpose.

What began as a single location in 2005 has evolved into a collaborative global community that now inspires, connects and enables people across the world to sustainably impact society.

Impact Hubs Around the World



Accra · Amsterdam · Antigua · Athens · Austin · Baltimore · Bamako · Bari
 Barranquilla* · Belgrade · Belo Horizonte · Bergen · Berkeley · Berlin · Bern
 Birmingham · Bogota · Boston · Boulder · Brasilia* · Bratislava · Brno · **Bucharest**
 Budapest · Bujumbura · Caracas · **Cluj-Napoca** · Curitiba · Donostia · Dresden
 Dubai · Florence · Florianópolis · Geneva · Harare · Hong Kong** · Honolulu
 Houston* · Inverness · Istanbul · Jakarta · Johannesburg · Khartoum · Kigali
 Kuala Lumpur · Kyoto · Lagos* · Lisbon · London: Brixton, Islington, King's Cross,
 Westminster · Los Angeles · Madrid · Manaus · Manila · Mexico City · Milan
 Minneapolis–Saint Paul · Monterrey · Montreal* · Moscow · Munich · New York City
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 Francisco · San José* · San Salvador · Santa Barbara · São Paulo · Seattle
 Shanghai · Singapore · Stockholm · Syracuse · Taipei · Tbilisi · Tokyo · Trento
 Turin · Vienna · Vigo · Washington DC · Yangon · Yerevan · Zagreb · Zurich

Cities



Members



Makers



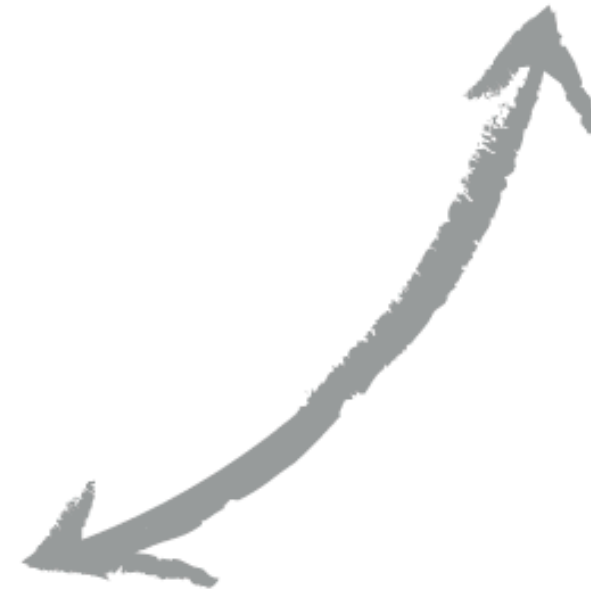
Space in m²



vibrant
COMMUNITY

meaningful
CONTENT

inspiring
SPACE



entrepreneurs · activists · creatives · artists · innovators
professionals · advisors · investors · students · campaigners
executives · leaders · disrupters · thinkers · makers · doers



Everyday Collaboration



Trust

70% feel comfortable discussing a new idea with other members



Support

Each member provides an average of 5 hours/month of feedback, mentoring, or advice to other members—a total of more than 600,000 hours of peer support provided by the community in 2016



Joint Ventures

13% started a new project or organization with another member, 27% worked jointly on a project or activity with another member



COMPANIES

struggle to allocate resources for community investment.

Companies who **buy social 2 business** improve life in communities while staying focused on their core business and customers.

SOCIAL BUSINESS

struggle to generate revenue.

While most social businesses in Romania find it challenging to cover their costs, Made in Social helps boost their income through increased **visibility, networking and capacity building in sales and branding.**



Academy

Made in Social enterprises improved product development, branding and sales capabilities through hands-on workshop and direct work with experts.



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Catalogue

We have created an online catalogue to showcase the quality of work provided by the selected social enterprises. www.madeinsocial.ro



Promotion

We promoted the participating organizations by telling the story of impact through a national PR campaign targeting business decision-makers.



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Social 2 Business Breakfast

We have brought together companies and social enterprises to discover social products and services and break communication boundaries that make it difficult for entrepreneurs to land their first contract with a potential long-term partner.



RESULTS

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Sustainable & long term know-how in both SE & corporate buyers on how to approach Social 2 Business



If you would like to implement Social 2 Business approach in your country, please get in contact



Thank you for coming

See you soon!

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