



**Our comfort zone for impact oriented
entrepreneurship**

mission – purpose – activities



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contents

Social Business Club Styria – short history.....	3
social entrepreneurship – what is that?.....	4
Social Business Club Styria - mission statement.....	5
Social Business Club Styria - objectives and activities.....	6
1) building and using strong network.....	6
2) service provider for social ventures.....	7
3) community events.....	8
4) content development and dissemination.....	9
5) research and teaching on social entrepreneurship.....	10
6) making social business visible.....	11
7) advocacy for social ventures.....	12
about us.....	13



Social Business Club Styria – short history

In spring 2013, the first Social Business Club Styria event took place. A panel discussion in which Styrian entrepreneurs, who have already implemented their ideas for socially and ecologically responsible entrepreneurship, had their say. The crowded audience was keen to hear more about the differences between social business from regular business. Overwhelmed by their initial success the initiators Johannes Frühmann and Michael Kvas realized a second Social Business event in fall. The success remained, the interest of the Styrian entrepreneurs was even more, and starting from an singular event the association Social Business Club Styria (SBCS) was founded in the winter of 2013.

The main goal for the Social Business Club Styria ist to promote socially-oriented entrepreneurship in Styria - with inspiration, discourse and active networking. If 'social' and 'business' did not seem to be part of a common concept, the current entrepreneurial approach is increasingly calling for synergies. In order to change economy and society for the better joint action is the motto. As important social co-creators, companies today increasingly accept this responsibility. Social problems are solved by entrepreneurial action. People and the environment are increasingly becoming the focus of business and economy as a whole. The Social Business Club Styria encourages a critical discourse around the possibilities and perspectives of impact-oriented entrepreneurship in Styria. We bring people, companies and ideas together and provide constant impulse for a modern economic life.

Our platform is aimed at all entrepreneurs and entrepreneurial people who want to achieve social effects through their economic activities. In this frame we offer inspiration, promote discourse and networking and provide relevant support for companies and stakeholders.



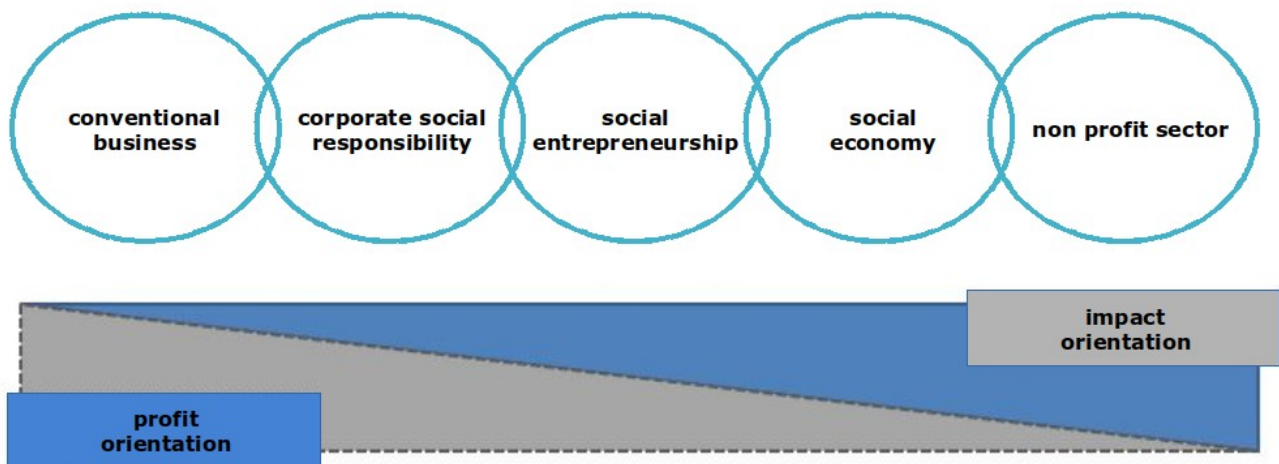
Social Entrepreneurship – what is this?

We are facing a variety of social challenges. Climate crisis, poverty, necessary reforms of the educational system, integration of refugees, inclusion of disabled persons or demographic change are just a few examples.

Social entrepreneurship seeks to activate the potential of people for innovative solutions in an entrepreneurial approach. Thus social entrepreneurship offers - in addition to state-organized help and civic engagement - a third way to solve social challenges.

Making use of the defining elements of profit-oriented business and non-profit oriented impact goals, this method leads to a practical model that generates social added value in an entrepreneurial way

profit vs. impact



Source: Social Entrepreneurship Netzwerk Deutschland (<https://www.send-ev.de>), 2018-11-01

Our criterions for social entrepreneurship

- 1) The solution or improvement of societal challenges according to the Sustainable Development Goals is the main driver for activity
- 2) The solution is implemented on the basis of entrepreneurial activity and by the provision of marketable products and/or services
- 3) The company retains all or at least more than 50% of its costs by self-generated market revenues. Significant profit shares are reinvested in the impact orientation.
- 4) The company is managed on the basis of the personal risk of their owners or significant shareholders



Social Business Club Styria - mission statement

- Social Business Club Styria (SBSC) is establishing itself as a regional competence center and driver of social entrepreneurship.
- In terms offering relevant content and networking, SBSC builds a reputation for its stakeholders as a central hub for social entrepreneurship in Styria. On the long run the aim is to widen the area of influence to the area of Southern Austria.
- By its activities the SBSC is preparing the field for quantitative growth of social business, both in terms of number, size and impact of the companies.
- SBSC plays an active role in the qualitative promotion of social ventures, supporting them from pre-seed activities to the growth phase.

Quantitative and qualitative growth is achieved through services in the form of training and coaching, qualified networking and through the conduct of a public discourse on the subject of social business.
- SBSC is engaged in teaching and anchoring of social entrepreneurship as a sustainable solution for society. For this purpose, a positive environment for this sector is created through qualified networking and event activities as well as ongoing public relations work.



Social Business Club Styria – objectives and activities

1) building and using strong network

goals

- a) SBCS is the "safe haven" for all new and established social ventures based in or operating in Styria
- b) SBCS maintains active networking with all relevant stakeholder groups and generates benefits for all persons involved in the process
- c) SBCS ensures the positive communication and anchoring of social entrepreneurship

activities

- active networking between social ventures
- Networking with decision-makers from interest groups, public administration and politics
- Networking with start-up programs, incubators, accelerators, co-working spaces, funding agencies and relevant research and educational institutions
- Networking with experts on social entrepreneurship related disciplines (business model, financing, social reporting, impact investors, HUBs, etc.)



Social Business Club Styria - Aktivitäten und Ziele

2) service provider for social ventures

goals

- d) pre-entrepreneurs receive coaching and workshops on social entrepreneurship as well as on business modelling and start-up preparation
- e) social startups have a qualified point of contact where they feel taken seriously to receive the expert advice and start-up assistance they really need
- f) founding and existing social ventures continuously receive coaching and trainings on subject-specific topics

activities

- proper advice and trainings for pre-entrepreneurs and social startups
(initial consultation by SBCS staff, further advice via network of qualified mentors)
- providing workshops and training on subject-specific topics
(p.e. social business case, social reporting, investment readiness, SocEnt funding, etc.)
- building cooperations with competent business service providers
(p.e. banks, notary, tax consulting, accounting etc.)



Social Business Club Styria - Aktivitäten und Ziele

3) community events

goals

- g) SBSC fosters its public appearance through recurring event formats
- h) Events of the SBSC concern the discussion of current topics and enable active stakeholder networking
- i) target group oriented events promote the discourse on social entrepreneurship

activities

- SBSC community events (4x per year)
- hosting of relevant third-party events
(eg annual preparation workshop for Social Impact Award, Social Impact Days)
- Participation at relevant events of other institutions in the network



Social Business Club Styria - Aktivitäten und Ziele

4) content development and dissemination

goals

- j) SBCS constantly produces and communicates relevant content
- k) SBCS participates as a project partner in collaborative research programs (EU, ffg, University, FH etc.)
- l) SBCS is available for selective input into third parties research programs

activities

- annual report on regional social business scene
- continuously updated map of regional social ventures + key figure-based venture monitoring
- participation in national / international research projects



Social Business Club Styria - Aktivitäten und Ziele

5) research and teaching on social entrepreneurship

goals

- m) SBCS provides in lectures and workshops general and up-to-date contents on social entrepreneurship at relevant educational institutions
- n) SBCS stimulates target groups in the field of education to actively engage with impact-oriented entrepreneurship (school projects, impact weeks, etc.)
- o) SBCS actively promotes the implementation of impact-based entrepreneurship in educational and academic curricula

activities

- Conducting lectures and workshops at relevant educational institutions (Universities, FHs, schools etc.)
- supporting subject-related diploma theses
- implementation of social entrepreneurship into educational and academic curricula



Social Business Club Styria - Aktivitäten und Ziele

6) making social business visible

goals

- p) SBCS has positioned itself as a one-stop-shop for social entrepreneurship within the region of Styria
- q) SBCS is known to the general public as a driver for social change
- r) SBCS has more Facebook friends than a soulless brick ;-)

activities

- social media (according to personal capacities)
- active press work (constant press release, interviews, venture presentation)
- Website, Newsletter



Social Business Club Styria - Aktivitäten und Ziele

7) advocacy for social ventures

goals

- s) SBCS is involved in shaping regional and national promotion and recognition of social entrepreneurship
- t) SBCS receives firsthand information on current developments
(Legislation, funding and funding offers, initiatives + stakeholders)
- u) SBCS is perceived by social ventures as a fully engaged stakeholder

activities

- Membership and board position in the national representation for social entrepreneurship (= Social Entrepreneurship Network Austria = SENA)
- Networking with key institutional stakeholders
(Impact Hub, Social Entrepreneurship Forum, Ashoka etc.)
- independent advisory in various interest groups and economic policy entities
(eg chamber affairs, political committees, etc.)



about us

chairman and managing director

Rüdiger Wetzl-Piewald

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Rudi was a full scale social entrepreneur for eight years before taking over the SBCS management. His venture Compuritas GmbH belongs to Europe's most awarded social ventures. Rudi has extensive practical experience and is a board member of the national association Social Entrepreneurship Network Austria (SENA).

chairman

Michael Kvas

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Unfolding potential and develop perspectives are core abilities of Michael. He works on executive level at Austria's largest private educational institute (bit group). Michael's passion includes social innovation, social entrepreneurship and intra-preneurship, projects for education, employment and health and civil society engagement of young people.

chairman

Johannes Frühmann

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Johannes is an active entrepreneur and has many years of experience in the development of entrepreneurial projects with social added value. In addition to his own projects, he supports clients in the areas of vision, strategy, business model and social entrepreneurship and is also a lecturer at the University of Graz.

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