

# Renew Enterprises

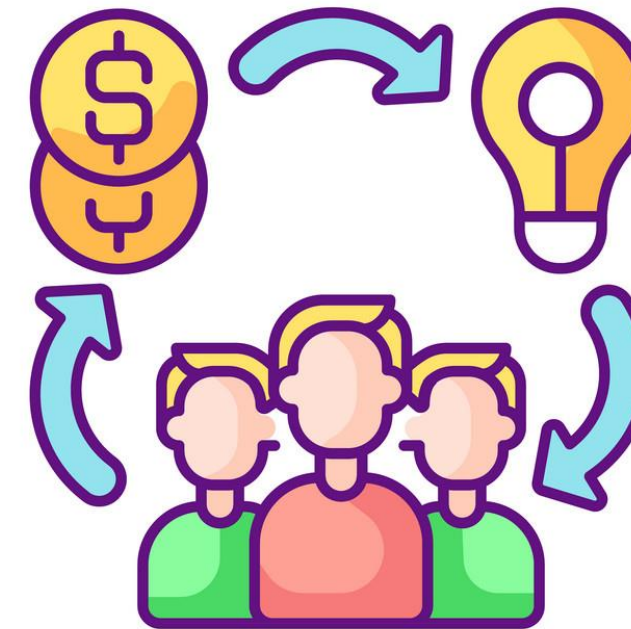
**An Introduction to Social Enterprise**

Wexford PPN Plenary 2023

**Presented By:**  
Sean Darcy

# Agenda

1. Introduction
2. Where Did It Come From?
3. Where Is It Now?
4. Case Study – Renew Enterprises
5. Potential & Significance
6. Q&A





# Who

# Am I?

Manager of Renew Enterprises

- ◆ From rural Co. Waterford
- ◆ Came across Social Enterprise while studying
- ◆ After college, began working in Renew Enterprises
- ◆ Became The Wheel's Social Enterprise Officer
- ◆ Back again

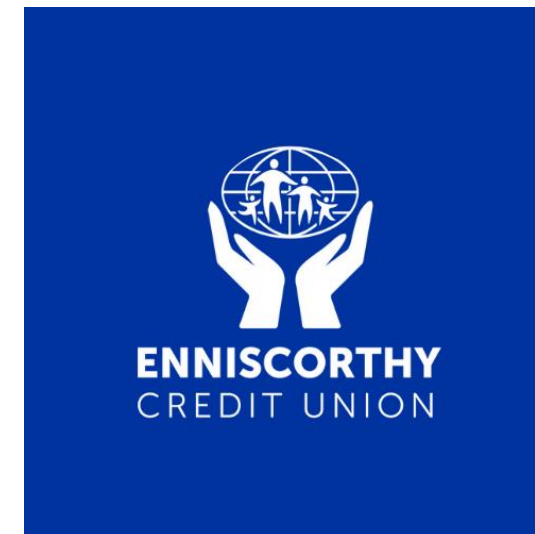
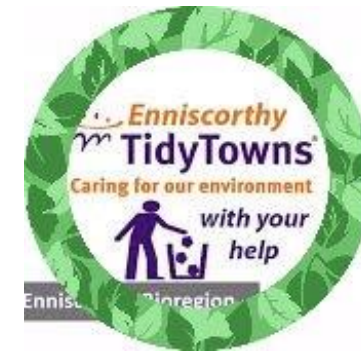
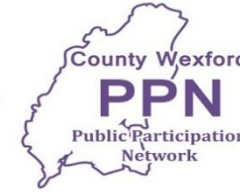


# Who's

# In the Room?

## Potential Stakeholders

- Council
- Charity/Non-Profit
- Community Groups
- Tidy Towns
- Local Businesses



# What Is

# Social Enterprise?



## Social Enterprise as a Verb

- ◆ Social Enterprise is a **transaction** conducted
- ◆ with the benefit of the community in mind. ‘The
- ◆ spirit of social enterprise’

## Social Enterprise as a Noun

- ◆ A social enterprise is a **business structure**
- ◆ which re-invests its surplus in the pursuit of a
- ◆ social mission. ‘Social Enterprise/the business structure’



# Social Enterprise In History

Ireland has a rich history of 'Social Enterprise'

Sometimes before the term itself even existed

- Paddy Gallagher & the Arranmore Co-Op
- Glanbia (now Tirlán) & Kerry Foods started off as co-operatives
- Their privatization represents a wider shift in Irish society and economy
- The recent rise of social enterprise here is quite symbolic



# Where Is

# Social Enterprise Now?



**National Social Enterprise  
Policy for Ireland  
2019-2022**



# Social Enterprise Policy

The Policy is based around 3 Objectives:

**1**

Building  
Awareness  
of Social  
Enterprise

**2**

Growing and  
Strengthening  
Social  
Enterprise

**3**

Achieving  
Better Policy  
Alignment







# Examples of Social Enterprises

# NOW



# Barriers for Social Enterprise

While Social Enterprise has huge potential in Ireland

Obstacles still exist in its future development

- Legal Status
- Understanding & Recognition
- Capital & Business Supports
- Definition confusion
- Representative Organisations (The Wheel, ISEN, SERI...)
- Capacity!!!





# Who Funds

# Social Enterprises?



An Roinn Dlí agus Cirt  
Department of Justice

**RETHINK  
IRELAND**



**Comhairle Contae  
Loch Garman  
Wexford  
County Council**



# Who Are Renew Enterprises?

Renew Enterprises is a Social Enterprise based in Waterford City

- Renew Enterprises seeks to provide high-quality, structured and supported employment to those with criminal convictions to ease their transition to further employment or education.
- We currently employ five full-time staff and focus particularly on the circular economy. We work in three main areas: bicycles, woodwork and paint.



# Who Are

# Renew Enterprises?

## Positives

- ✦ Building wealth and keeping it in our community
- ✦ Provide employment to a stigmatized group
- ✦ Environmental aspect

## Difficulties

- ✦ Business Manager & Social Worker
- ✦ Under resourced
- ✦ Lack of Community



# Social Business Model Canvas

## Social Business Model Canvas



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



# What Does

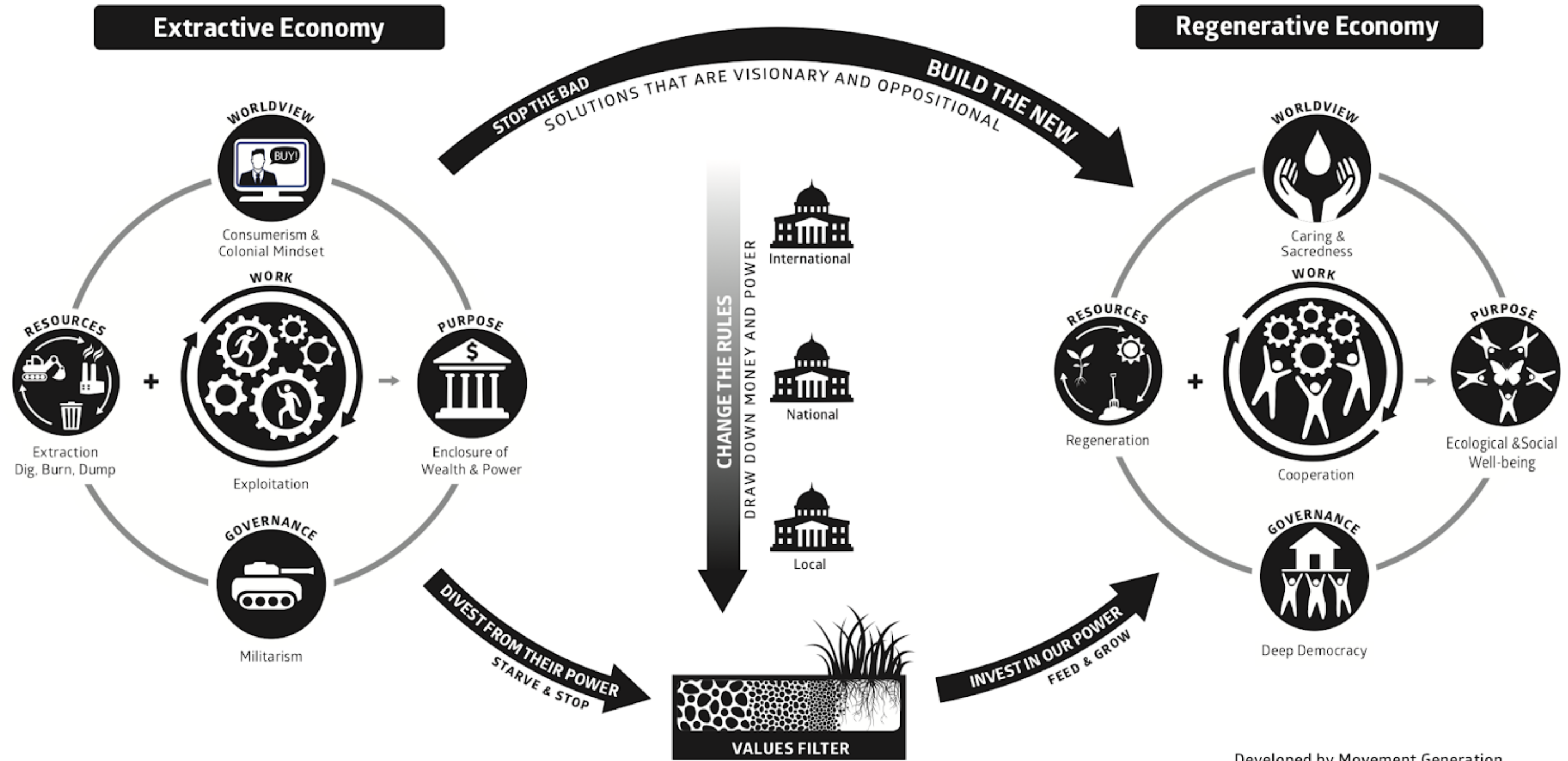
# The Future Hold?



- ◆ Two questions
- ◆ Where has this increased interest in social enterprise come from?
- ◆ What does this rise in social enterprise represent?
- ◆ A new way of doing business
  - Prioritise community wealth building over shareholder wealth maximization
- ◆ The pursuit of social capital over financial capital
  - The rebalancing of economic activity



# A New Future



- A JUST TRANSITION MUST:**
- Shift economic control to communities
  - Democratize wealth and the workplace
  - Advance ecological restoration
  - Drive racial justice and social equity
  - Relocalize most production and consumption
  - Retain and restore cultures and traditions

Developed by Movement Generation  
with **OUR POWER CAMPAIGN**  
COMMUNITIES UNITED FOR A JUST TRANSITION







Thank you!

Any Questions?

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