European Social Enterprise Monitor

The State of Social Enterprise in Europe

1. Description

The European Social Enterprise Monitor (ESEM) is an online panel research collecting data to compare Social Enterprises and Social Start-ups across European and neighbouring countries. The ESEM offers since 2020 an online survey, online data visualisation dashboards, a European report benchmarking national data and national reports.

Euclid Network will produce a yearly meta study, describing the results of the survey comprising data of all European country partners. Individual country reports ("xSEM") are produced by the country partners (see below list). Euclid Network is also involved in wider Social Enterprise data initiatives, amongst others as part of the World Economic Forum COVID Response Alliance for Social Entrepreneurs, to make ESEM data available and cross-comparable at a larger scale.

The aim of the ESEM is to inform social entrepreneurs and decision-makers in government, politics, civil society and the economy about the status quo of social enterprises, their opportunities and barriers. This will impact the next generation of Social Enterprise legislation, policies, enterprising activity and performance, funding and investments.

The ESEM follows the success of individual country monitors performed for the past up to 10+ years in the Netherlands, Germany and the United Kingdom by the leading national alliances on Social Enterprise in the respective countries.

Founding Partners & Sponsors

2. Impact

The ESEM will make a positive impact on Social Enterprises and the Social and Solidarity Economy across Europe and beyond. The expected impact of the monitor is that:

- Data on Social Enterprises is readily available for decision-makers, government officials, investors, researchers and impact practitioners;
- EU and national legislation, policies and funding will be developed more responsively to the needs of (aspiring) Social Entrepreneurs;
- Social investors and support organisations are better informed and will be more responsive to the needs of Social Entrepreneurs and potential opportunities to increase specific support;
- ESEM country partners are more aware of each other's support programs, funding and advocacy work to support Social Entrepreneurs and can learn from each other;
- More effective social finance, social innvotion and social enterprise will accelerate reaching the United Nations Sustainable Development Goals by 2030.

Testimonial European Commissioner Nicolas Schmit

FOREWORD

European Social Enterprise Monitor

European Commissioner
Nicolas Schmit

The European Commission is proud to have supported the first inaugural European Social Enterprise Monitor (ESEM). It serves as a testament to the extent social enterprises already contribute to the European community and how much potential they still have to offer.

Social enterprises, social entrepreneurs and the social economy are at the core of the European economy, but they are not only economic actors: they simultaneously deliver social and environmental impact. Whilst we undergo the green and digital transitions and seek to rebuild a more inclusive Europe in the wake of the COVID-19 pandemic, the insights of this monitor and the benefits of social enterprise must be front and centre of policy agendas.

While 'Europe will not be made all at once, or according to one single plan', the ESEM provides us with detailed data and analysis that will inform the upcoming European Action Plan for Social Economy and the decisions of policy makers at all levels of governance. Only with data can best practices and problem areas be identified, shared and addressed, to enable the expansion of the social economy. The European Commission has already taken steps in recent years to shed light on these business models, through its publication on "Social Enterprises and their Ecosystems in Europe" updated in 2020.

The ESEM provides additional data necessary for policy makers to devise systems which support individuals to become social entrepreneurs and innovators, allowing them to start-up and scale-up their ideas, delivering social and environmental benefits as well as economic returns.

Social enterprises illustrate that an economic model that puts people and the planet at its centre is not only possible, it is a necessity. The ESEM illustrates that social enterprises across Europe take many forms and deliver social and environmental impact in a multitude of ways. This diversity is truly European in nature, illustrating Europe's unity in diversity as we work towards our common objectives. The social enterprises, entrepreneurs, innovators and support organisations covered in ESEM are exactly who we need if we are to deliver smart, sustainable and inclusive growth.

Nicolas Schmit
European Commissioner for Jobs and Social Rights

3. Outcomes

The ESEM will be conducted on an annual basis.
Each year this project will produce the following outcomes:

1. Multi-language country surveys on professional survey platform (Qualtrics by SAP)
2. Promotion of the survey:
    a. Large campaign (in 2021 including 100+ partners across Europe and globally to promote the survey)
    b. Launch event (in 2021 at SEWF 2021)
    c. Multiple sessions on ESEM at leading Social Enterprise events organised by the European Commission, ImpactCity ImpactFest, EU Council, Eurostat local partners a.o.
3. Data:
    a. Raw data
    b. Deep analysis of data
4. Reports:
    a. Country reports (“xSEM”)
    b. European comparison report (comparing the country reports, “ESEM”)
5. Dashboard:
    a. Interactive visualisation of survey results (public dashboards with aggregated data are in planning to be launched in 2022)
6. Promotion of results
    a. Large campaign including 100+ partners to promote the survey results through events, newsletters and social media internationally and nationally
    b. Presentation of results at main Social Enterprise and Social Economy events
    c. Webinars to promote the results
    d. Meetings with EU and member state policymakers, EUROSTAT, social finance providers and European Commission Employment and Social Innovation (EaSI) networks to share findings
    e. Press release, coverage in press & media. Current media partner: Pioneers Post a.o.
    f. Parliamentarian meeting on EU level

Optional:

7. Other research projects with the ESEM panel. In 2020-2021 close to 7 out of 10 participating Social Enterprises registered to the ESEM community panel managed by EN and partners. Social Entrepreneurs indicated to be willing to participate in other research projects, focus groups, polls to influence decision-making and the future of the Social Enterprise sector.

4. Country Partners

First cohort (2020)

Organisations are leading national alliances and knowledge hubs for social enterprise. In countries where no such partner exists or has been confirmed yet, the leading university takes the position of country partner (see country partner selection criteria below).

1. Croatia: ActGrupa
2. Denmark: Sociale Entreprenor i Denmark (SED)
3. Estonia: Estonian Social Enterprise Network
4. Germany: Social Entrepreneurship Network Germany (SEND e.V.)
5. Portugal: ESLIDER-PORTUGAL – National Network of Social Entrepreneurs and Civil Society Leaders
6. Spain: ESADE
7. Sweden: Forum for Social Innovation Sweden
8. United Kingdom: Social Enterprise UK

Second cohort (2021) - additional on countries in first cohort:

9. Austria: WU Vienna University of Economics and Business
10. Bulgaria: BCause
11. France: ESSEC
12. Hungary: Társadalmi Vállalkozás Koalíció (Social Enterprise Coalition Hungary)
13. Ireland: Irish Social Enterprise Network and Social Enterprise Republic of Ireland
14. Italy: Politecnico di Milano
15. Latvia: Social Enterprise Association Latvia (SEAL)/ (Latvijas Sociālās Uzņēmējdarbības Asociācija)
16. Poland: University of Warsaw
17. Serbia: Smart Kolektiv and Koalicija za razvoj solidarne ekonomije (KoRSE)/ (Coalition for Solidarity Economy Development)
18. Slovenia: Skup and Sklad 05 (Fund 05)
19. Switzerland: Social Entrepreneurship Network Switzerland (SENS Suisse)
20. The Netherlands: Social Enterprise NL
21. Turkey: Turkish Social Entrepreneurship Network (TSEN)/ (Türkiye Sosyal Girişimcilik Ağı)

Requests have been received to join the ESEM consortium outside Europe a.o. the leading Social Enterprise ecosystem player across South-America.

Country Partner Selection criteria

- Leading national association or network engaging and representing Social Entrepreneurs with strong sector connections. In case this association does not exist nationally, or has not been confirmed yet, the leading university on Social Entrepreneurship in the country;
- Experience in creating programs and providing support to Social Entrepreneurs;
- Ability and willingness to play the role of empowering and convening the ecosystem to advance social entrepreneurship, social innovation and social finance in the country (preferably as well willing and/or able to play an influencing role across Europe/internationally);
- Proven track record;
- Sustainable organisation;
- Ability to invest resources & time;
- Ability to reach at least 300 Social Entrepreneurs in the country (countries with smaller populations have a customised target);
- Preferably the organisation is a non-profit or social enterprise legal status, or an accredited university;
- Preferably the organisation plays an advocacy role on the topic of Social Entrepreneurship towards the government or has a wish to develop this and no other current player has an evident leading role on this at national level yet;

4. Research Partners

First and second cohort (2020-2022)

Organisations are leading universities and research centers for social enterprise.

1. Europe: Otto von Guericke University Magdeburg, Hertie School, Utrecht University
2. Austria: WU Vienna University of Economics and Business
3. Croatia: University of Zagreb, Institute Ivo Pilar
4. Denmark: Roskilde University
5. Estonia: Tallinn University
6. France: ESSEC
7. Germany: Otto von Guericke University Magdeburg
8. Italy: Politecnico di Milano
9. Poland: University of Warsaw
10. Portugal: University Catolica Lisbon
11. Spain: ESADE
12. Sweden: Roskilde University
13. Turkey: Koç University Social Impact Forum (KUSİF), İstasyonTEDU Social Innovation Center

5. European Academic Research Board

The European academic research board plays a crucial role in the ESEM consortium to ensure a high quality of the results, data gathering and analysis. The research board reviews the questions to include in the survey, oversees the gathering and interpretation of data and visualisation of data and advises Euclid Network and the project management team on strategic issues of importance.

Members:

- Professor Johanna Mair (Hertie School/Stanford)
- Professor Matthias Raith (Otto-von-Guericke-Universität Magdeburg/EURAM)
- Professor Niels Bosma (Utrecht University/Global Entrepreneurship Research Association)

The members of the research board are globally recognised thought leaders on the topic of social enterprise and experienced in driving EU and global initiatives on entrepreneurship monitoring and research.

6. Project Consortium Management Office

The project is led by Wieteke Dupain of Euclid Network and Michael Wunsch from SEND e.V. (Social Entrepreneurship Netzwork Deutschland). The European Project Team is complemented by Oriana Pilia, Toby Gazeley, Asad Ayub from Euclid Network and Katharina Scharpe and Pablo Hoffman from SEND. The project team is advised by the European Academic Research Board.

Euclid Network (EN) is the leading European network for organisations that support social entrepreneurs and impact-driven leaders. We have been building the ecosystem for social enterprise, social innovation and social finance in Europe and beyond since 2007. Our members are based in 20+ countries and active in 45 countries and represent over 100.000 organisations throughout Europe and beyond. We are a strategic partner of the European Commission, observer to the United Nations Task Force on Social and Solidarity Economy (UNTFSSE) and partner of the World Economic Forum COVID Response Alliance for Social Entrepreneurs and Social Enterprise World Forum (SEWF). EN enhances the field of social entrepreneurship through knowledge exchange, funding, capacity building, networking, research and international advocacy.

Social Entrepreneurship Netzwork Deutschland (SEND e.V.) is the national alliance for Social Enterprises and Start-Ups in Germany. They have run Social Enterprise Monitors nationally already for the past years.

7. Design of Reports

There will be one European report and multiple national reports. The structure of the contents will be similar in all reports (featuring different findings for the different countries).

Access to the 2020-2021 reports:

- Direct link to the European report: HERE.
- European and national reports: HERE.

Access the 2019 reports (pre-decessors of European Social Enterprise Monitor):

- German Social Entrepreneurship Monitor HERE.
- UK Social Enterprise Monitor HERE.
- Dutch Social Enterprise Monitor HERE.

8. Timeline 2021-2022

- Jun-Sep 2021: Attract additional funding to scale European monitor
- Jun-Sep 2021: Onboard new country and research partners
- Jun-Aug 2021: Upgrade survey to version 2.0
- Jun-Aug 2021: Upgrade survey platform to longitudinal
- Aug-Sep 2021: Update GDPR to allow data sharing
- Sep - Dec 2021: Collection of responses
- Nov-Mar 2021: Cleaning of data, analysis of results, production of country reports
- Feb-May 2021: Production of European report
- Feb 2021 onwards: Promotion of results

The timeline to create dashboards with ESEM and other international Social Enterprise data is currently being developed under the flag of the World Economic Forum COVID Response Alliance for Social Entrepreneurs by Euclid Network, SAP, Impact Hub and Village Capital as leading partners. More information can be provided if of interest.

9. Founding Partners and Sponsors

Confirmed sponsors European Level

1. European Commission (EaSI grant Euclid Network)
2. SAP
3. Bertelsmann Stiftung
4. ImpactCity

Confirmed Partners:

5. World Economic Forum (COVID Response Alliance for Social Entrepreneurs)
6. Schwab Foundation

National Level:

1. SAP
2. Bertelsmann Stiftung
3. Stiftung Wirtschaft Verstehen

We are currently looking for additional founding partners and sponsors for the European/global Social Enterprise Monitor at national, European and international level for 2021-2022 and coming years. Founding partners and sponsors are crucial and therefore we hope you are interested to join this exciting and important project.

10. Contact Person and more information

In case you are interested in becoming a partner or sponsor please contact the ESEM project lead Wieteke Dupain at wieteke@euclidnetwork.eu.

More information:

- ESEM on the Euclid Network Knowledge Centre;
- ESEM on the Euclid Network website;

ESEM in the Media