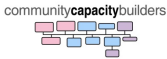


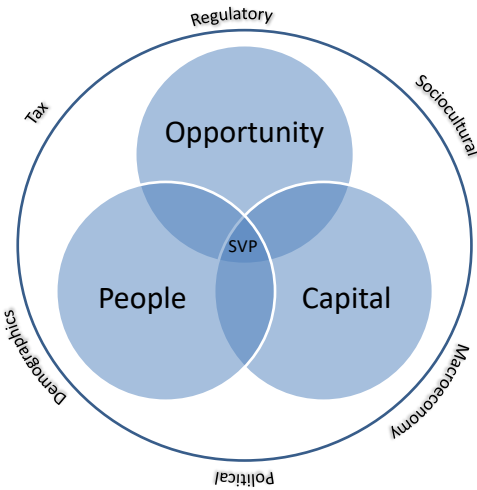
Analysing the Broader Context

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1

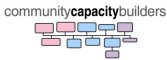
Social Entrepreneurship Framework



- creating social value by effectively bringing resources together to go after an opportunity:
 - to address a social problem
 - for a social purpose

Wei-Skillen et al., 2007

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2

PESTLE Analysis

- Forces constantly changing
 - Political forces
 - Economic forces
 - Social forces
 - Technological forces
 - Legal forces
 - Environmental forces
- **PESTLE Analysis**
 - Analysing changes resulting from forces in the macro environment

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3

Social Enterprise School

- also rooted in the body of knowledge of commercial entrepreneurship
 - the commercial entrepreneurship tradition that defines entrepreneurship as the process of creating and managing (new) organisations

Hoogendoorn et al., 2010

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4

References

- Hoogendoorn, B., Pennings, E., & Thurik, R. (2010). What do we know about social entrepreneurship: An analysis of empirical research.
- Wei-Skillern, J., Austin, J., Leonard, H. and Stevenson, H. (2007), *Entrepreneurship in the Social Sector*, London: Sage Publications

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