



RENMIN
BUSINESS SCHOOL

Expert in Chinese
Management

Social Entrepreneurship & Performance of Chinese Social Enterprises

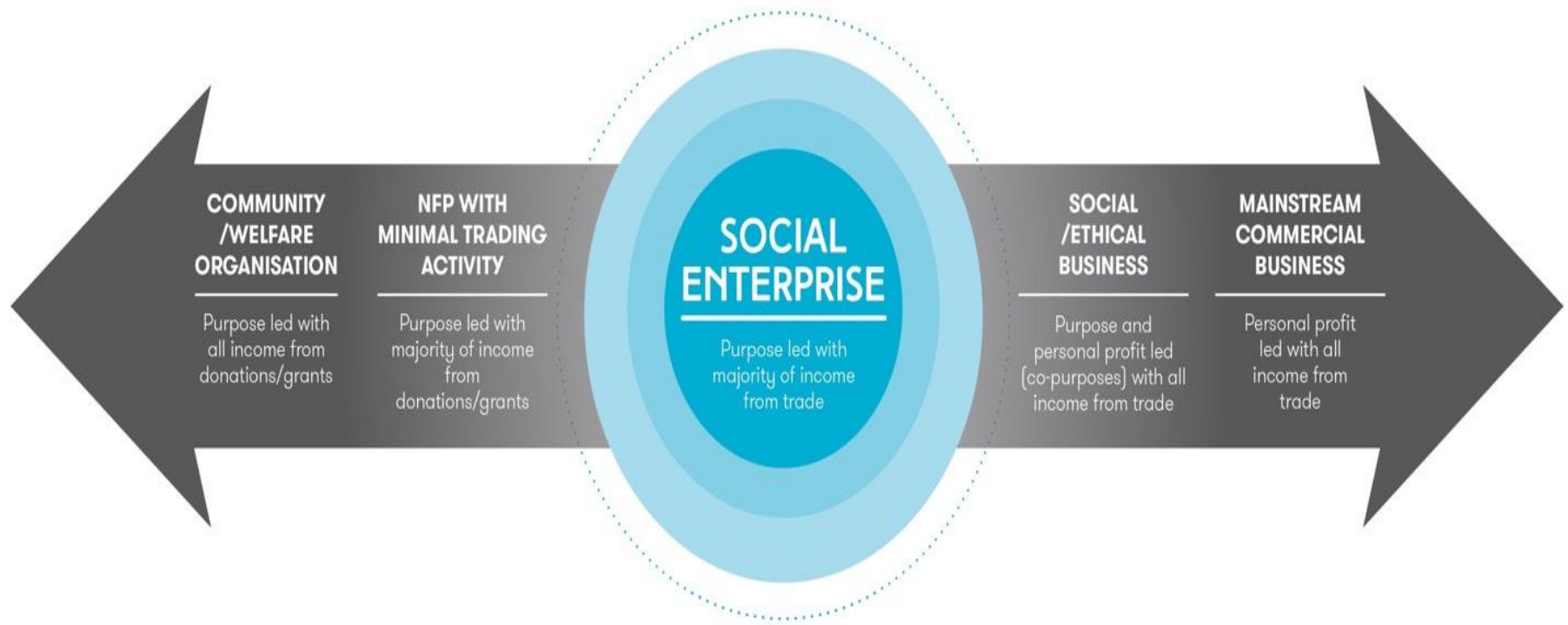


Xu Jingyue, Renmin Business School

What is Social Enterprise?

- Social enterprise is an organization that tackles social problems through entrepreneurship and the creation of social value.
- Simply put, a social enterprise draws upon commercial methods to find solutions to social problems.

What is Social Enterprise?



What is Social Enterprise?

Business Model Factors	Business Model for Social Enterprise	Business Model for Commercial Business	Business Model for Non-profit organization
Value Proposition	Provide relatively complete solutions to complex social problems, guide social change and ensure their own sustainable development.	Economic Return	Timely social assistance, but impossible to fundamentally solve social problems.
Value Creation	Partnerships build links based on vision, targeting business partners, non-business partners and volunteers.	Partnerships are established on the basis of contracts, depending on the business objectives of the enterprise.	Usually project-based, without sustainable social network.
Value Acquisition	Profitability model for social value creation; Differential pricing.	Profit maximization	Donation or public funds

What is Social Entrepreneurship?

- Social entrepreneurship applies entrepreneurship to the pursuit of a social mission.
- It can be defined as an innovative organizational process intended to identify and address social problems.
- It also involves governance, profit sharing, and a solid organizational identity to make sure that the enterprise does not shift from its social mission.

Opportunity identification

- Social problems
- Unsatisfied needs

Concept development

- Cognition of Social Effects
- New product or market

Resource Acquisition

- Financial resource
- Human resource

Start-up & Business Growth

- Measure returns
- Expansion & Change

Goal Achievement

- Close down after mission completion
- Seek new opportunities after mission completion
- Achieve a stable service equilibrium
- Integrate with new business

China Social Enterprises

- Since the concept of social enterprise was introduced to China in 2006, this special organizational form has developed rapidly in China.
- According to one research conducted in 2019, social enterprises fulfill their social mission in a wide range of social & environmental areas.

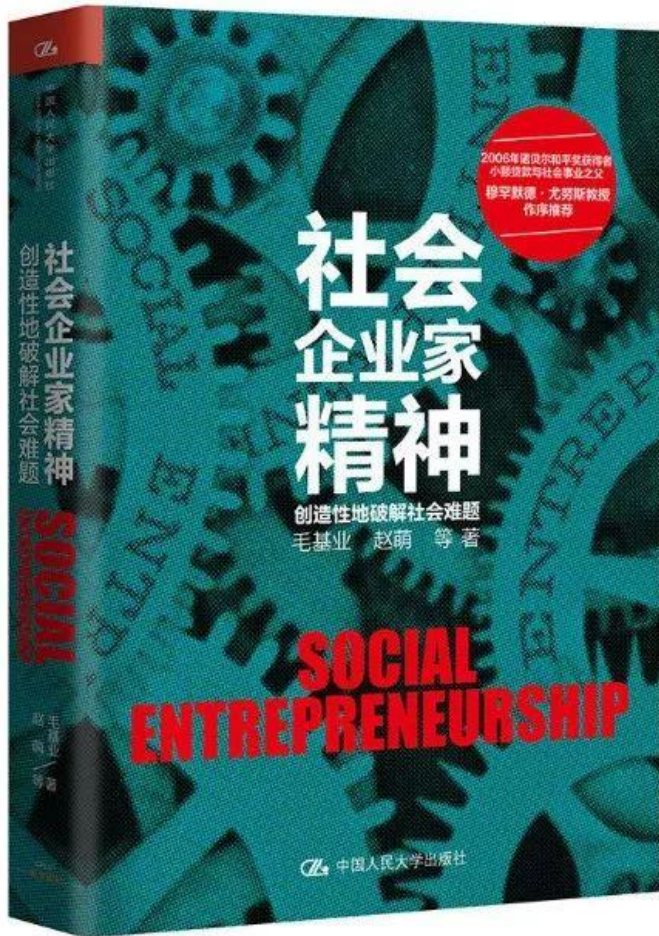
Areas	Percent
Education	21%
Community development	13.4%
Employment & Skills	12.3%
Environment & Energy	9.8%
Public Welfare	9.3%
Medical & Health	7.4%
Elderly Services	6.5%

China Social Enterprises

- According to the research, there are about 1684 self-conscious social enterprises in China. Most of these enterprises are in the initial stage of organizational development.
- Nearly half (44%) of the social enterprises were founded in around 2015, that means most social enterprises in China are small and medium-sized organizations.
- The main sources of income of social enterprises are market operation: 91.6% are engaged in market operation, 58.4% are mainly from market operation.



Gold Medal Social Enterprises



Name of Social enterprise	Time of establishment	location	Social impact areas
Xi Han Er Car Wash	2015	Shenzhen	Mental disorder
Shared Harvest	2012	Beijing	Agricultural Pollution, Food Safety and Rural Construction
Chengdu Long Live	2011	Chengdu	Pension
Better Education	2009	Shanghai	Economic Citizenship Education
DADDYLAB	2015	Hangzhou	Product safety, health
Rice Donate	2014	Beijing	Public Charity
Lelangledu	2009	Beijing	Dyslexia
Carbonstop	2011	Beijing	Environmental protection
Zero Decibel	2016	Beijing	Poverty alleviation
Dream Bicycling	2013	Chengdu	Cyclists' Life Safety and Environmental Protection



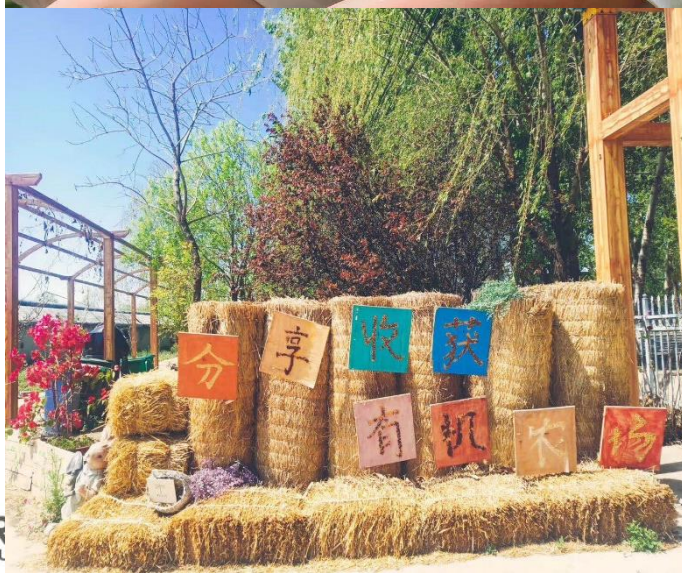
RENMIN
BUSINESS SCHOOL

Expert in Chinese
Management

Shared Harvest



- “Shared Harvest ” advocates a healthy lifestyle, serves agricultural producers and consumers, and attempts to promote sustainable rural development.
- We live in the countryside, work in the countryside, the value starts in the countryside, also remains in the countryside!
- Real food, real farmers, sincere community, we are committed to building a trust bridge, so that consumers can really enjoy healthy and safe food, so that producers can get fair and reasonable benefits, contributing to the construction and development of safe food community. 。



Power Solution

Our Contributions:



63
countries

3.62M
families

37M KWH
electricity

64K tons
CO2



RENMIN
BUSINESS SCHOOL

Expert in Chinese
Management

Thanks for your listening



RENMIN
BUSINESS SCHOOL

Expert in Chinese
Management

Address: Renmin Business School, Renmin U. of China,
No.59 Zhongguancun St., HaidianDist., Beijing 100872

Tel: 8610-62514524 (0)

Email: xujingyue@rmbs.ruc.edu.cn

<http://www.rmbs.ruc.edu.cn>