

Social Definitions

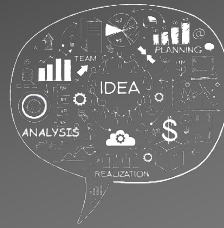
SOCIAL INNOVATION



Social Innovation is about the **IDEA**.

And not just any “new idea.” For the social sector, social innovation has to be an idea that creates change, performs better than existing solutions and primarily benefits society. It can take the form of a product, service or method.

SOCIAL ENTERPRISE



Social Enterprise is about the **BUSINESS MODEL**.

Social enterprise is a business – whether operated by a for-profit or nonprofit – that has a double bottom line of both maximizing social and financial return.

SOCIAL ENTREPRENEURSHIP



Social Entrepreneurship is about the **MINDSET**.

Social entrepreneurs are change agents who are relentless in fashioning bold and creative solutions to create social change. They may create new organizations or work as “intrapreneurs” within existing organizations and communities.

Deep Dive: <https://socialimpactarchitects.com/social-definitions/>