

## SOCIAL ENTERPRISE QUALIFICATION

### Case studies

#### Ecovation, Plymouth College, Gold SEQ

Ecovation is a group of between 8-25 young people from Plymouth College, with an eye on the environment. Working through the SEQ handbook they identified a clear aim; to help families and communities tackle food waste and reducing the amount that goes to land fill.

To do this they have developed the Ecofeeder, a birdfeeder made from recycled and FSC wood, painted with low VOC, UV paint to attract birds without damaging the environment. The Ecofeeder holds lard cakes, also being made by Ecovation out of the recycled fat from fast food restaurants.

Profits raised from sales are being put back into developing the business with a portion being donated to the Wildlife Trust.



Developing, making and promoting the Ecofeeder the group has really embraced social enterprise and made it their own, developing an innovative product that is really turning heads. Having already sold over 400 Ecofeeders and made nearly £4000 in revenue, the group won a Young People's Social Enterprise of the Year Award and were invited to the national awards ceremony at the O2 arena in London to profile their product.

They have since sold an Ecofeeder to Vince Cable and are working with a social enterprise mail order catalogue and local Fair Trade shops to distribute their products. They are now looking to develop their website and manufacture their products on a larger scale while still remaining true to their social enterprise principles.

#### Healthy Eating, The Unit, Silver SEQ



The Unit, a youth-led promotions project based in Salisbury, took on an SEQ Silver after hosting an 'Angry Conference' where local young people could air their views and issues, then pitch ideas to do something about them.

From here an SEQ product development group formed. Focusing on the problems of waste food and poor diets, they have begun to create a cook pack, which contains cooking utensils and access to online and mobile videos showing young people how to prepare basic recipes and teaching them about healthy eating. They have considered their target market, product design and marketing and are working towards their product launch in the next few months.

The young people in the group are learning the value of teamwork, hands-on experience and practical working. They are also getting to grips with the importance of creative thinking in running a successful social enterprise venture.

## SEQ Uganda, PEDN, Gold SEQ

Taking part in Gold SEQ, Asah and Rehema - along with a handful of their friends - are setting up their own ethical business in Uganda, making and selling clothes while mentoring other young girls to build self awareness and confidence.

Working with Uganda's Private Education Development Network (PEDN), we have been able to run the SEQ as part of PEDN's Entrepreneurship Programme for adolescent girls and women. The programme reaches out to young girls not in school, girls from very poor homes, girl headed families, sex workers in Uganda's slums, and juvenile offenders, helping them to develop socially entrepreneurial skills, build their confidence and move forward, making positive changes for themselves, their families and their communities.



Training and planning complete, the clothes-making venture is going from strength to strength, with the team creating ties, jackets and skirts to sell locally, nationally, and potentially internationally, online.

## Red Henna, Truro College, Silver SEQ



As part of their Silver SEQ, sisters Fahima and Masuma have set up a henna painting mini-business.

The venture, which has developed their creative thinking, planning skills and confidence, offers henna tattoos to customers and raising awareness of Indian culture while raising money for charity.

25% of the Red Henna's profits will be donated to Muslim Hands, which helps children in need through education, disaster relief, community schemes and environmental projects ([www.muslimhands.org](http://www.muslimhands.org)). The rest of their profits will go back into growing the business and buying more henna.

So far the venture has been a real success, with a bustling stall at a recent Fair Trade market and plans for more.

## Lakers School, Silver SEQ

Six mixed ability groups of year 9 students at Lakers School have been taking part in Silver SEQ. Identifying issues within their school and community including water wastage, lesson disruption and health and well-being, each group has come up with a different socially enterprising idea to make positive change happen.

From environmentally-friendly spray car washes and stationery-selling stalls to music and fitness lunchtime sessions, the young people focused on ventures that could be started in school time and on school grounds.

The carwash group kicked things off with teachers' cars in the school car park, using an eco-spray product instead of a hosepipe to reduce excess water use. They've already had a busy few weeks and have taken future bookings too. The Stationery stall aims to tackle the disruption that happens when pupils don't have the right equipment with them, selling ethically sourced or recycled products in school to make sure everyone can start their lessons well equipped.

Profits from the groups' social enterprise activities are going to fund the School's exchange programme with schools in Kenya.

Throughout the process Lakers pupils have been getting to understand what social enterprise means, finding out through firsthand experience the skills and thought processes that need to go into running an ethically-minded business. Over the next few months, Lakers hopes to hear from established social entrepreneurs in the area and beyond to inspire the young people to drive their ventures forward and really engage with the fundamentals of social enterprise.

## **Recycled Cycles, Vanel, Silver SEQ**



Three young people from Voluntary Action North East Lincolnshire (VANEL), have found a social and environmental issue in their community they would like to tackle.

Aware that people in the area might be struggling to find work because of prohibitive transport costs, they are setting up a mini-business cleaning up and repairing old bikes and parts and selling them on, to provide a green, cheap transport alternative.

Recycled Cycles hosted a market stall to tell people more about the project and sell/hire bikes. They sold nine bicycles in total along with loads of parts, making a solid profit, which will be fed back into the mini-business.

Through SEQ the three young people have developed their teamwork, leadership and creative thinking skills as well as building up their confidence and increasing their employability, applying their solid sense of ethics and values within an enterprising framework.

## **Charity Fair, Hessle High School, Silver SEQ**

Hessle High School's year 10 students took part in Silver SEQ, learning the principles of social enterprise and putting them into practice. Working together, the 260 pupils organised a charity fair for the whole school which took place at lunchtime.

Activities and stalls included a pool competition, a penalty shoot out, a cake stall and a jewellery stall. The aim was to raise money for a range of children's charities, Cancer Research and Leeds Royal Infirmary.

Devising, planning and delivering the charity fair tested the students' event management, marketing, team work and leadership skills, all the while stretching their understanding of social enterprise and how making money can benefit the community.

The fair raised over £1600 for charity and the young people are now concentrating on documenting the event and building their SEQ portfolios.

**For more information on Social Enterprise Qualification please visit:**

**[www.realideas.org/SEQ](http://www.realideas.org/SEQ)**

