

mapping the social shift

“Strong social enterprises help build stronger communities and economies – they create jobs and ensure more Nova Scotians share in our economic growth. The Government of Nova Scotia is proud to be a supporter of the Social Enterprise Network of Nova Scotia as we work to grow this important sector.”

– Premier Stephen MacNeil, Government of Nova Scotia

2018

“In every corner of our province you can see people and organizations building and running businesses that create social, cultural, and environmental value. This is social enterprise. It is not a new business model. It is not a fad. It is here to stay.”

– Cathy Deagle-Gammon, President,
Social Enterprise Network of Nova Scotia,
Provincial Social Enterprise Sector Strategy Release

2017

“We need more start-ups and, in the larger scheme of things, it does not matter whether they are goods producers, service sector firms, or creative sector enterprises. And their size doesn't matter or whether they are conventional private businesses, or co-operatives or social enterprise. We just need them to grow, employ more people and participate in out-of-province trade.”

– Ray Ivany, Chair, Nova Scotia Commission on Building Our New Economy,
Now or Never: An Urgent Call to Action for Nova Scotians

2014

Key Findings

Opportunities for Growth

Social Enterprises

demonstrate a high level of entrepreneurial risk-taking and innovation, they are significant employers (5000+), strong financial contributors (\$179 million), mission driven and agents of fundamental change.

1 Social enterprises show a high degree of entrepreneurial action, through a willingness to take risks, pursue opportunities, and be innovative.



2 Social enterprises are significant employers. Respondents reported employing an estimated total of 5603 individuals in the province through a variety of positions, equaling 3330 full-time equivalent positions.



3 Social enterprises make a strong financial contribution to the province. Respondents reported \$179 million in revenue in 2016, \$123 million of which was from the sale of goods and services.



4 Social enterprises believe their role and the sector's role should be as an agent of fundamental change. They seek, through their operations, to build a more socially, environmentally, culturally and economically just society.



5 Social enterprises that measure their progress on meeting their objectives tend to be larger, demonstrating that evaluation and measurement of social impact is a critical component to scale.



1 The majority of respondents (66%) plan to grow their business activities to further meet their missions.



2 Respondents felt best resourced in terms of their access to adequate physical resources (76%), then access to adequate human resources (33%), and least resourced in terms of their access to adequate capital resources (28%).



3 The three strongest priority areas identified by respondents to assist in their development was to increase their access to customer markets, expand business skills of their directors and managers, and increase their access to capital.



4 Respondents reported the factors that prevented their success were external, such as existing public policies and access to stable financing.



5 The factors respondents reported most contributing to their success were internal, such as their boards of directors and their dedicated volunteers.



ABOUT THE
**Social Enterprise
Network of Nova
Scotia (SENNS)**



The Social Enterprise Network of Nova Scotia is a non-profit member-led society working on behalf of all of Nova Scotia's social enterprises to advocate for and build a social enterprise sector that contributes to the social, cultural, environmental, and economic well-being of Nova Scotia.

→ senns.ca

ABOUT
**Common Good
Solutions (CGS)**



Common Good Solutions helps entrepreneurs and organizations start and grow social enterprises. They are proud to be the secretariat of SENNS as part of their work as Nova Scotia's first Community Interest Company. Together CGS and SENNS deliver the Impact Incubator, supporting entrepreneurs and organizations in starting or growing a social enterprise.

→ commongoodsolutions.ca