



**Social
Enterprise
Academy**

learning to change the world



Understanding Social Enterprise

Campbeltown | 14 and 15 March 2012

Social enterprise is a new model of business that combines the best of business with clear and purposeful social aims.

Our Understanding Social Enterprise (USE) programme will allow you to develop a broad view of the concept of social enterprise, the challenges established enterprises currently face, and what the future holds for this emerging movement.

What will I learn?

By the end of USE you will have:

- Learned about the values and purposes of social enterprises, their organisational and legal structures, finance and support;
- Enjoyed a combination of stimulating, interactive materials;
- Developed your capability to managing a triple bottom line;
- Taken part in lively and challenging discussions about the definition and role of social enterprise.

Who is it for?

This programme is for individuals or organisations who are interested in developing a greater awareness of social enterprise.

It acts as an ideal introduction to the social enterprise business model but is also of use if you already have a working knowledge of the concept.

When, Where and How Much?

This is a two-day programme.

- 14 and 15 March 2012
Campbeltown

This project is funded by the European Social Fund and Highlands and Islands Enterprise. This support enables you to access this programme at no cost.



“Learning in a previous business programme I was shown my weaknesses. Learning with the Academy helped me to discover my strengths.” Sheila Gillan, Really Resourceful



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