



Session Description for Transforming Your Enterprise Experience

This is to accompany a downloadable powerpoint, and a downloadable teachers guide which explains the relationship between enterprise and active global citizenship, with hints on how to run the session. These can all be downloaded from:

<http://www.globalfootprints.org/transformenterprise/>

Needs: Powerpoint; projector; multiple bottom line sugar paper sheets (1 per group); cards for voting on business structure (1 set per group); sheet for business Articles of Association; evaluation sheets.

Timing	Activity	Notes
20 min	Presentation at launch of day	
1 min	First slide shows three points about what is a co-op.	Ask students if they can tell you... take some hands. Paraphrase slide: Businesses owned by their communities; read the values; introduce the term 'Social enterprise'.
3 min	How many people's lives have been made more secure...?	Read out question and then all four answers. Ask for a vote. Count hands for each answer and then click on majority. Try a second time, and then give them an answer.
3 min	How many people do co-ops employ?	Same process as above.
1 min	Kofi Anan quote.	This needs to be summarised as the text is difficult: Co-ops provide the way many people take into their own hands creating jobs, fighting poverty and making happy communities...
2 min	Structure of businesses, 3 slides.	1. entrepreneurialship lead business, leadership – a triangle. 2. workers co-op, everyone inputs into decisions, though you can have specialists and roles of responsibility – a circle 3. a co-op with an elected management committee – a washing machine. Each of your business will have three cards and you can decide on your structure. This can be part of your Articles of Association,

		or constitution – the rules that describe how your company works, how it makes decisions....
1 mins	Voting slide...	People die fighting for their right to vote. Co-ops are seen to be ‘schools of democracy’. Accountability is a very important aspect of fighting poverty – as corruption means people lose their voices, rights and money.
2 min	Articles of association	To be a legal corporation you would need to create a constitution or Articles of Association, these would describe your values, and how your company works and makes its finances accountable. This is parallel to democratic countries having constitutions that ensure fair and open elections and accountability from politicians.
2 min	Multiple Bottom Lines exploring business and citizenship	One way of defining a social enterprise is by using a multiple bottom line. Anyone know what The Bottom Line is? Profit!
6 mins	Multiple Bottom Lines interactive	Here are the bottom lines for a social enterprise: profit, Environment, community, workers, customers. Give a scenario... you make sports shoes, your marketing dept say you need to make them with brighter colours. You change how you make them to use bleaches and bright dyes, what will happen to the profit?... (ask the students for ideas and reasons) the environment?... etc click on each of the arrows to change its direction (up = positive change; down = negative; sideways = no change)
		What we have done is a Corporate Social Responsibility Audit (CSR). We have measured the outcomes... but a social enterprise would actively make decisions to make sure all the outcomes are positive. That is spend its profit to buy expensive biodegradable env friendly dyes and bleaches... So if you want to create a social enterprise today you can use this tool (each group will have one) as part of your decision-making.
1 min	Majority of people who live in poverty...	Just to remind us of the need for co-ops and to encourage you to run a social enterprise during this enterprise challenge.

12 mins	Making Articles of Association	All corporations to be recognised as a legal entity need to have articles of association, these are like a constitution of a country. They describe how decisions are made and what the values/aims of the organisation are.
4 mins	Aim of business	Discuss the aim of your business and create a statement, like a motto that reflects what it wants to do. This can be used as a marketing device, alongside a logo.
3 mins	Group votes on structure	You have three cards, a triangle, a circle and a washing machine which structure will you vote for and why. This can then be out into the Article of Association.
5 mins	Writes down list of rules	How will you make decisions? What roles of responsibility will there be? Do you have any values to do with the community or sustainability? How will you ensure all your finances are accountable? Who are your members? Will you use the multiple bottom line as part of your decision-making? Write a short list under the questions and vote on it as your Constitution. This list can be given to the student groups as part of their business planning activities.
5 mins	Use of multiple bottom line as a tool for decision making.	To be used by the companies whenever they make major decisions of what they will use, or what they will produce, or how they will market the product etc.
5 mins	Evaluation sheet.	For the facilitator to discover how much the students have responded to the introduction and multiple bottom line etc. How much they have learnt about this global community development tool.