



Focus

Problems and Needs

What existing need or problem do you plan to solve? How do people address this problem now?



Business Model Canvas



Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	

Warm-up Activity

Please answer these questions:

Do you believe that companies should be responsible for supporting others or conserving resources?

To what extent?

In what ways do you think you can help people through your business?



Blake Mycoskie...

What core values does Blake believe in?

In what ways does OneforOne help people?

After what you've learned, and what your peers had to say, do you believe that entrepreneurs should make an effort to “give back”?

Why or why not?



Vocabulary

Here is the **vocabulary** for this module.

carbon footprint

carbon offset

cause-related marketing

corporate social responsibility

ethical sourcing

green company

mission statement

nonprofit organization

philanthropy

sponsorship

sustainability

sustainable

sustainable economic development

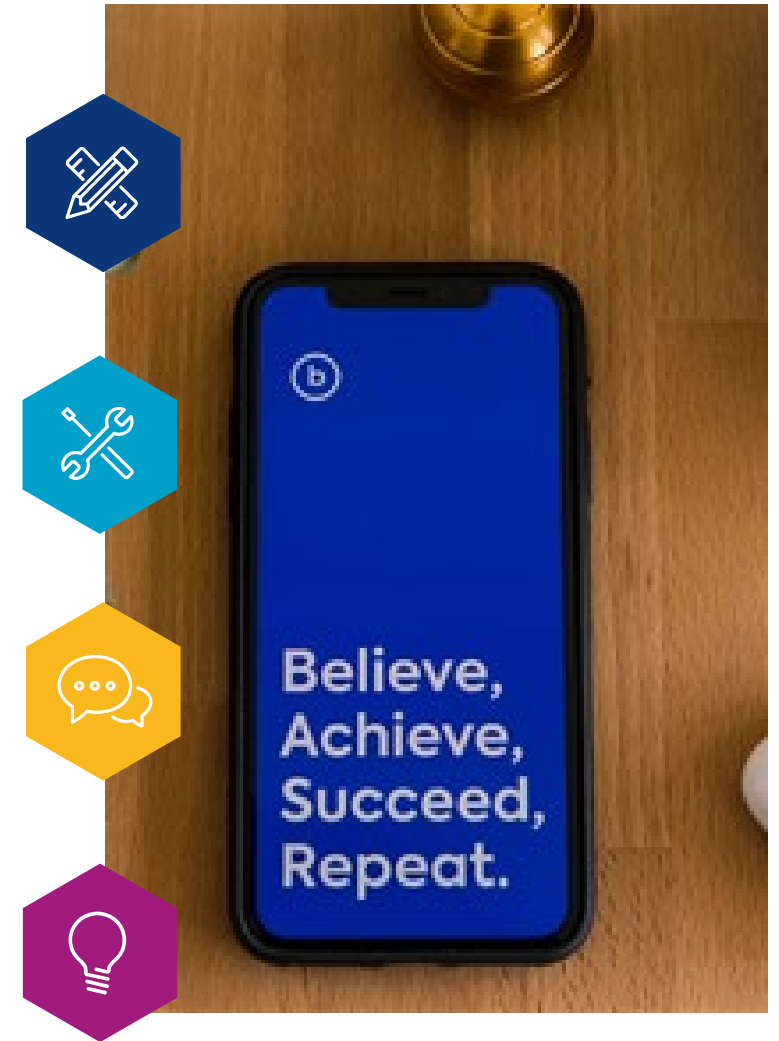
vision statement



Key Learning Objectives

Let's introduce our key learning objectives for this module.

- Learn about how entrepreneurs have used their skills to identify and solve social problems.
- Explain the purpose for having a mission statement and vision for a business.
- Learn about nonprofit businesses and take a look at some examples of socially responsible business practices



Blake's Vision

(to take) *“the responsibility of providing for the comfort of children in impoverished regions worldwide.”*



TOMS and Corporate Social Responsibility

Tom's shoes is practicing **corporate social responsibility**. They are looking beyond profit margins to find ways to have a positive impact.

Tom's shoes is engaging in **ethical sourcing** – buying goods from suppliers who provide safe working conditions to their employees.

[Learn More](#)





Reflection 1

Can you think of any causes you'd like to contribute to as a business owner?

Are concepts like ethical sourcing and environmentally sustainable materials of interest to you?

What practices would you engage in?

“

What things do you see
in your surroundings
that are environmentally
friendly?

”



Mission and Vision Statements

“To make life more comfortable. Towards that end, TOMS not only ensures that every pair of its slip-ons are soft, breathable, and light-weight for an optimal fit - the company has also charged itself with the **responsibility of providing for the comfort of children in impoverished regions worldwide**. For every pair of TOMS Shoes purchased online or at retail, the company will provide a pair to a child in need.”

VISION STATEMENT



Breaking it Down

Mission Statement

A **mission statement** lays out how the business operates

The mission statement talks about *what the company is doing*

Vision Statement

The **vision statement** is a goal

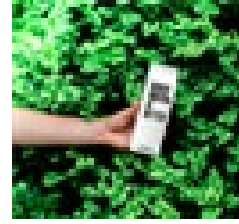
The vision statement is *what they're hoping to accomplish* through their efforts



Corporate Responsibility for the Environment

A **green company** acts in environmentally responsible ways.

Responsible companies also participate in **sustainable economic development** or **sustainability**



Sustainable Design



Alternative Energy



Organic Foods



Fair Trade

Sustainable Design

Making products **sustainable** means companies are producing enough to care for current demand while preserving resources for future generations.



Alternative Energy

Getting power through solar, wind, and hydrogen power rather than oil and coal.



Organic Foods

Foods made from crops and animals that are raised without manufactured chemicals.



Fair Trade

Engaging in social conscious trade between companies in developed countries and producers in developing countries in which fair prices are paid to the producers.



Energy-Efficient Workplace



Not all companies can go green...

But there are still some things that you, as
An entrepreneur can do to have a positive
impact.

Reduce your **carbon footprint.**



Serving Your Community



**Nonprofit
Organization**
In the business of
serving others



Operations
They run much
like other
businesses



Difference
Profits are used
to support a
cause



Salaries
Are high enough
to attract talented
people





Community Outreach

Engaging in community outreach through

sponsorship, cause-related marketing, and philanthropy



Why is a Vision Statement Important?

A clearly defined mission statement:



01

Defines the purpose of an organization and helps give its employees a feeling of belonging

02

Helps to align the company resources towards the same goals, increasing productivity and efficiency

03

It's an important strategic tool

What is Your Vision?



Step One – identify the vision you have for your company, even if it's just a draft, make sure you highlight the causes you'd like to support and how you think you can do that.

Step Two – answer the following questions:

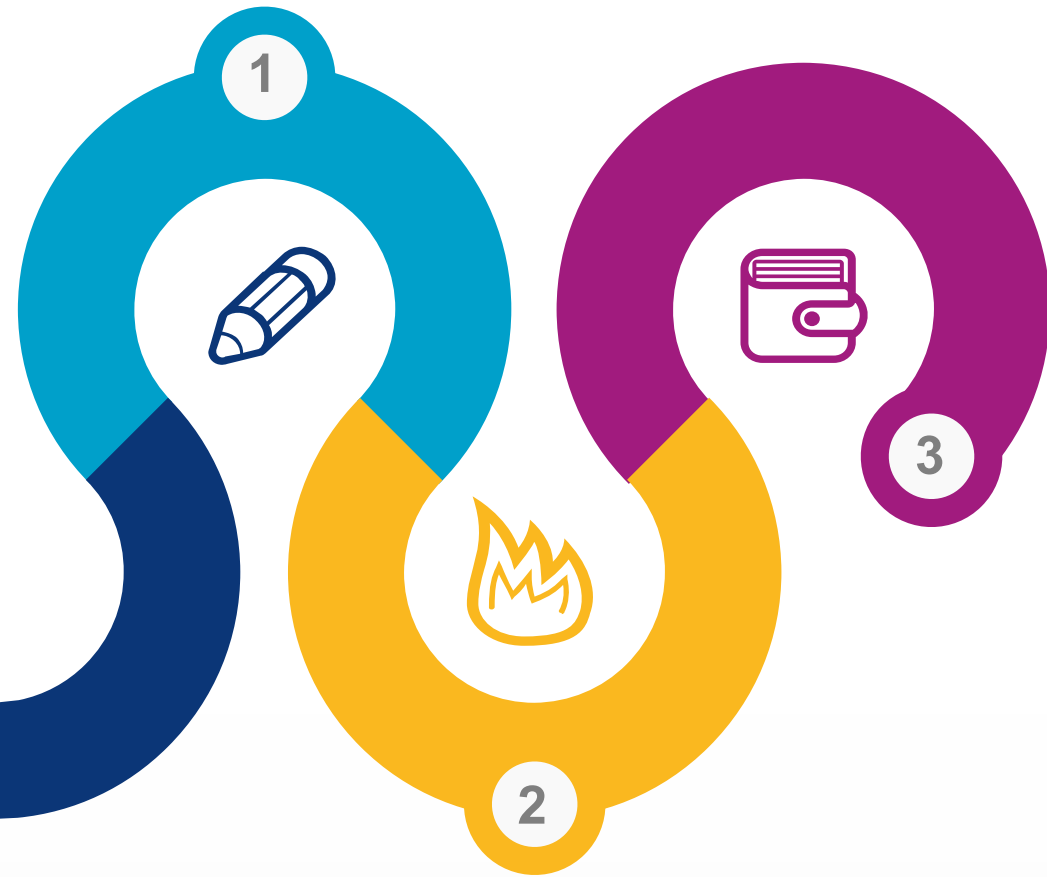
What barriers do you feel stand in your way of achieving your vision? (list at least three)

Do you feel you can overcome these barriers?

How will you overcome these barriers?

Alignment

Entrepreneurship is similar to following an ever-changing road



“It doesn’t make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do.”

- Steve Jobs



The Social Responsibility of Business is Here to Stay

Click the link below to access an article by Leon Kaye that talks about the steps many companies are taking to be increasingly socially and environmentally friendly in a meaningful way. He also touches on how companies who may try to greenwash their efforts, are endangering themselves with disinformation because social responsibility has become an expectation.

[Read the Article](#)





Knowledge Check

Multiple Choice Question



What is a vision statement?

- ☐ A declaration of an organization's objectives, intended to guide its internal decision making.
- ☐ A short statement of why an organization exists identifying the goal of its operations.
- ☐ A definite or clear expression of something in speech or writing.

Multiple Response Question



Why is a vision statement important?

- ☐ Gives its employees a feeling of belonging
- ☐ It's an important company guidance and strategic tool
- ☐ It communicates your values to your customers as part of a mission statement
- ☐ It identifies what kind of product or service your company provides

Multiple Choice Question



What is the main purpose of a mission statement?

- ☐ It helps you market your business through buzzwords
- ☐ It describes your priorities in a vague and meaningless way
- ☐ It communicates a company's reason for being
- ☐ It's in your employee handbook

Multiple Choice Question



Nonprofit organizations are **not** allowed to make a profit.

- ☐ True
- ☐ False

Fill in the Blank



Sustainability is one way that entrepreneurs address an important social problem; it allows business to meet demand while still protecting (the, their) _____.

- ☐ Profits
- ☐ Customers
- ☐ Environment
- ☐ Shareholders

Reflection

Let's revisit our original warm-up questions:

1. How do you feel about companies and social responsibility in general?
2. In what ways do you think you can help people through your business?
3. How will you incorporate your beliefs into your vision statement?



Compare and Contrast

Take a moment to reflect on your learning and comparing and contrasting your answers.

What we learned about:

Carbon footprint
Corporate social responsibility
Mission statement
Sponsorship
Sustainable economic development

Carbon offset
Ethical sourcing
Nonprofit organization
Sustainability

Cause-related Marketing
Green companies
Philanthropy
Sustainable
Vision statement



Journal Assignment

Please address the following points:

1. What is corporate social responsibility?
2. Pick a problem that you think is important, then find an organization that is working to address that issue. What is their mission statement?
3. What is the difference between nonprofit and for-profit?
4. If you could create your own business, what would it do? Would it be a nonprofit or for-profit organization? What would its vision be?
5. Write a draft mission statement (which includes the vision statement) for your organization.



A group of seven diverse young adults are sitting on wooden steps in front of a large glass window. They are all smiling and looking towards the camera. Some are holding tablets. The image has a blue tint overlay.

A vision and mission statement is crucial to starting a new business. Your vision statement is a great strategic tool, it keeps your resources pointed towards a common goal and contributes to your mission statement.

Entrepreneurs have used their skills to identify and solve social problems and discussed some examples of how entrepreneurs can engage in socially responsible business practices.

We learned about the difference between nonprofit and for-profit businesses.



Carbon Footprint

The amount of carbon you use and release into the atmosphere.



Carbon Offset

The practice of “buying” carbon to offset your carbon footprint. When you buy an offset, the money is used to fund projects that reduce greenhouse gas emissions.



Cause-related Marketing

Collaboration between a business and a non-profit where the business helps to sponsor or support the non-profit in exchange for advertising.



Corporate Social Responsibility

When businesses act in ways that balance their economic, social, and environmental responsibilities; while they still earn profits and growth they do so while being mindful of doing good for society.



Ethical Sourcing

Process of ensuring that the products being purchased are acquired in a responsible and sustainable way, that the workers involved in making these products are safe and treated fairly.



Green Company

A company that acts in a way which minimizes damage to the environment. As global warming continues and becomes an increasingly prevalent topic amongst world governments, many companies are doing their part to become environmentally more responsible or "green".



Mission Statement

A summary that states a company's goals, it guides a businesses' values, actions, and organization; it explains why the company exists.



Nonprofit Organization

A business that furthers a social cause and provides a public benefit rather than focusing on providing profits for its' stakeholders.



Philanthropy

Donating money and other resources for a socially beneficial cause.



Sponsorship

When an organization provides funding to a community group or event in exchange for advertising.



Sustainability

Another term for sustainable economic development.



Sustainable

Supplying products to satisfy demand in a way that sustains natural resources and the environment for future generations.



Sustainable Economic Development

Economic growth that includes practices that allow people to maintain or increase their standards of living without having a negative impact on the social and cultural aspects of the community.



Vision Statement

A statement of an organizations' inspiration, philosophy and what they are hoping to accomplish through their efforts.

