

Branding and Social Entrepreneurship



What we're covering

How the theory behind brands is shifting

The involvement of consumers, citizens and other stakeholders in creating meaning

How social entrepreneurs build brands – the principles and the practice

3 minutes: type in chat



What's your favourite 'social' brand? And why?

The changing world of brands and branding



What is a Brand? (adapted from Aaker)

Value proposition

Functional
benefits

Emotional
benefits

Self-Expressive
benefits

Participatory
benefits

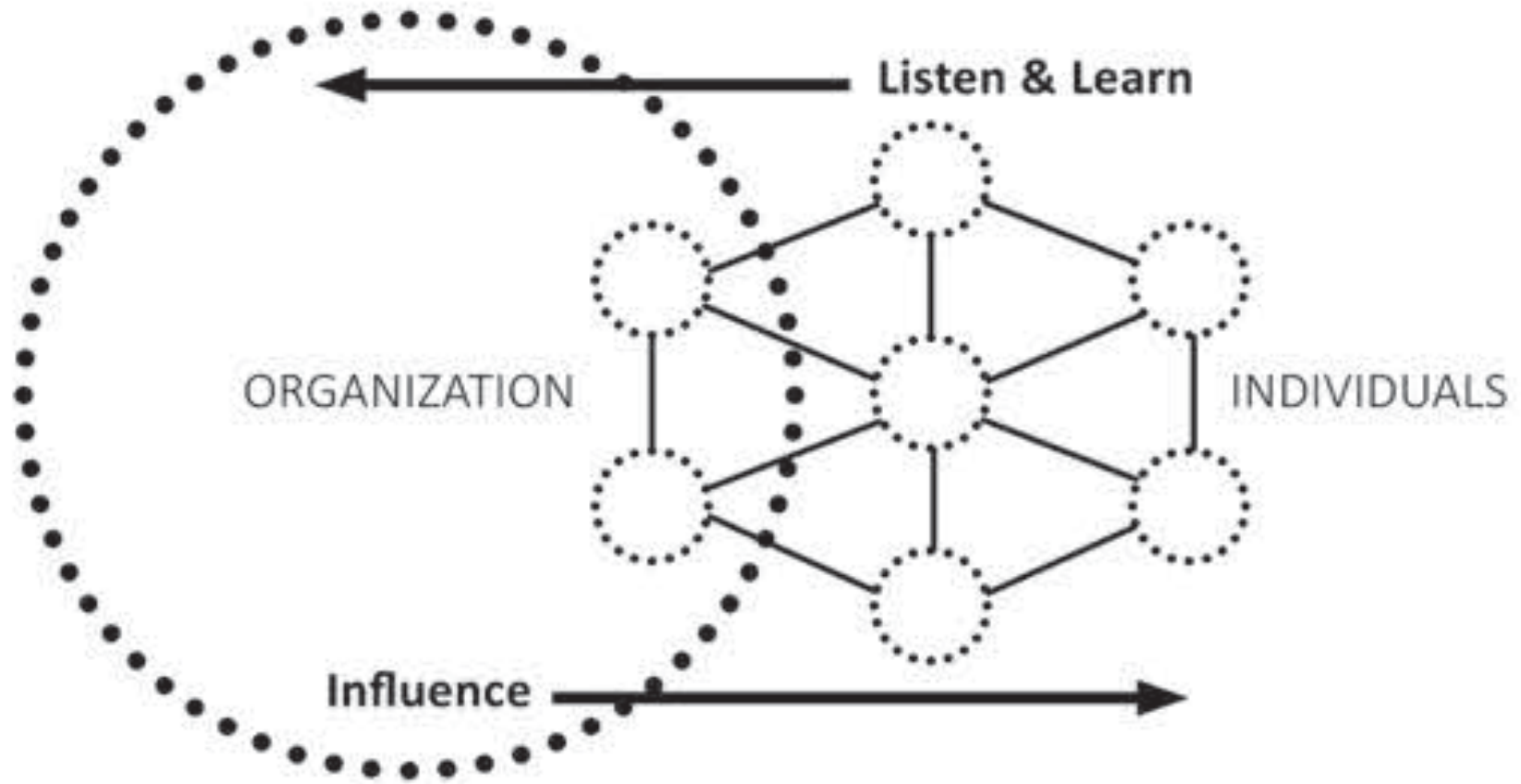
**From abstract to human
centric...reflecting and shaping
identities**



HUMAN.

“Brand management is no longer in the position to unilaterally define and control brand meaning but needs to perceive itself as **one actor among many.”**

**From controlled to co-
created...always becoming**



How Organizations and Individuals interact

Social entrepreneur brands



The Power of Virtue

Social entrepreneurs are **lead users** with a conscience

Focus is on **solving environmental and social problems** that commercial brands miss or ignore – often in creative ways

Brands have to **act** on problems and **communicate** the challenge and the solution

Have to build **networks** to deliver solutions

Get consumers to think as **citizens**

“Virtue is not a finite resource to be conserved but a value that grows with use.”

Mark Carney with reference to Adam Smith and *The Theory of Moral Sentiments*



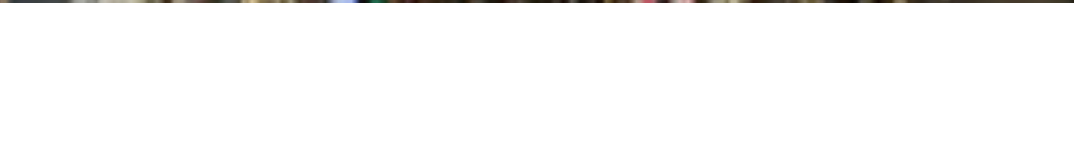
**“BY 2050 THERE WILL BE MORE
PLASTIC THAN FISH IN THE
OCEAN.”**

Clare MacArthur Foundation



90% PLASTIC POLLUTING OUR OCEANS COMES FROM JUST 10 RIVERS

World Economic Forum 2018





20 09

VISION

-

STOP USING
NATURAL
RESOURCES IN A
CARELESS WAY

MISSION

-

CREATE THE FIRST
GENERATION OF
RECYCLED PRODUCTS
WITH THE SAME
QUALITY AND DESIGN
AS THE BEST
NON-RECYCLED



**PET
PLASTIC
BOTTLES**



**DISCARDED
FISHING
NET**



**USED
TIRES**



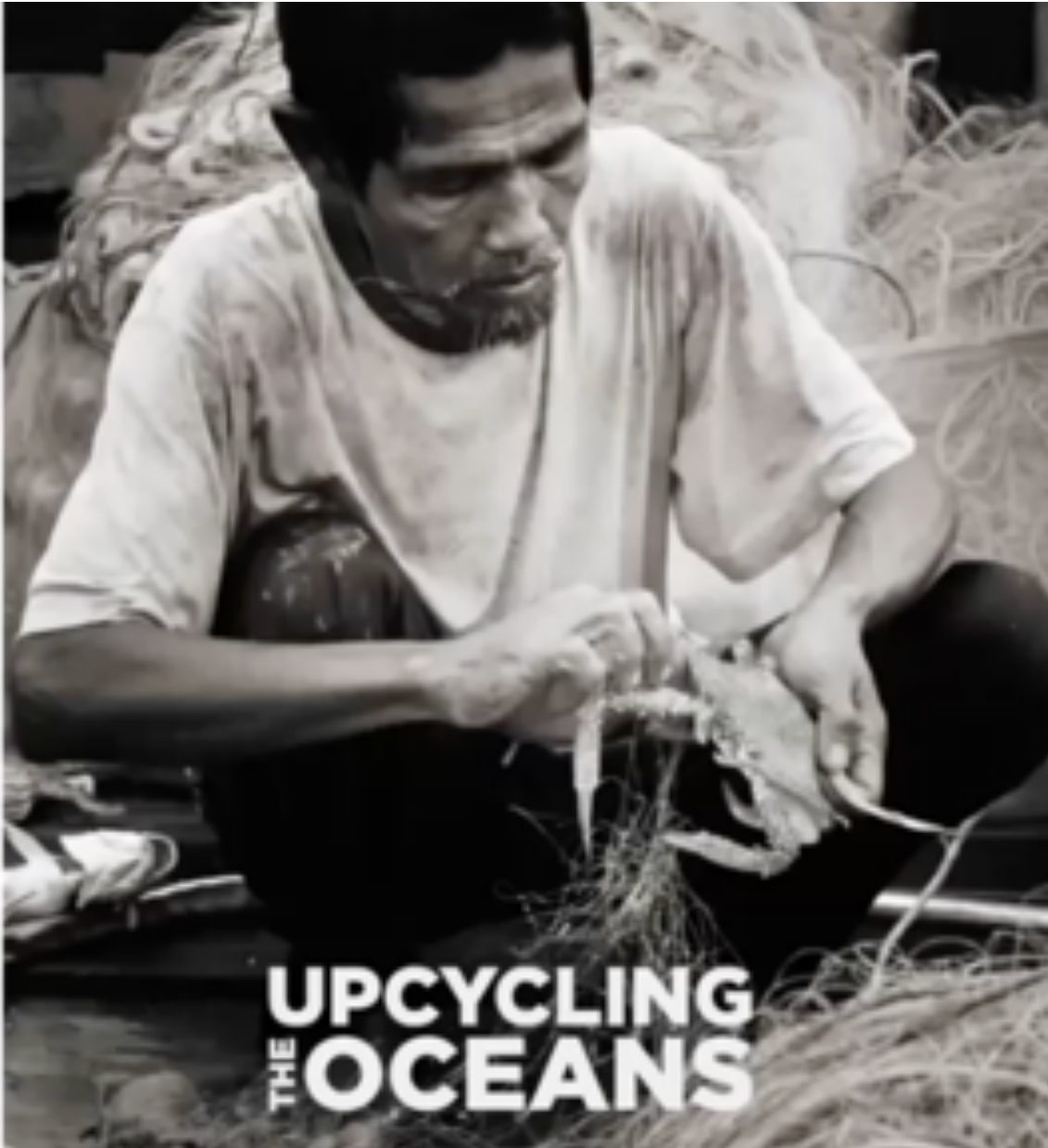
**POST
CONSUMER
COFFEE**



**POST
INDUSTRIAL
COTTON**



**POST
INDUSTRIAL
WOOL**





More than just virtue...

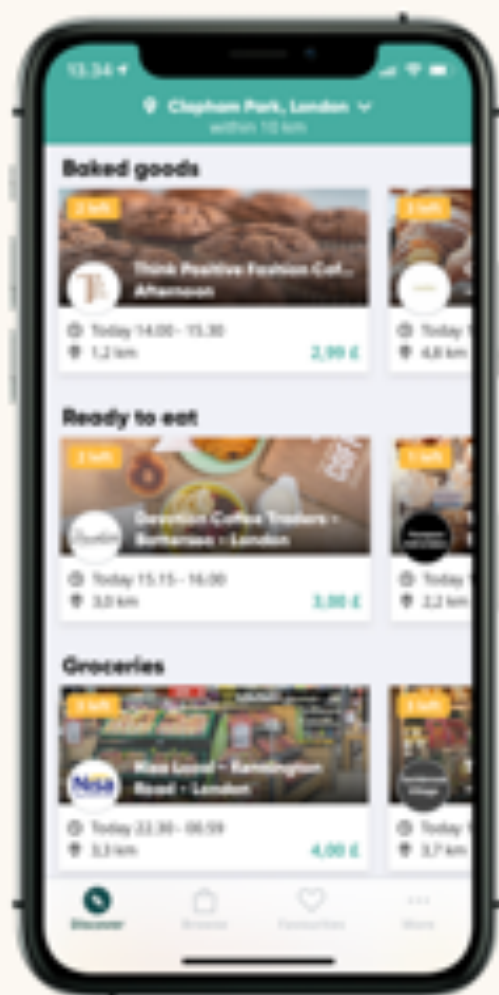
Virtue plus

There are **virtuous consumers who act on conscience**

But gap between statement and action

To influence wider audience have to align with **brand benefits**

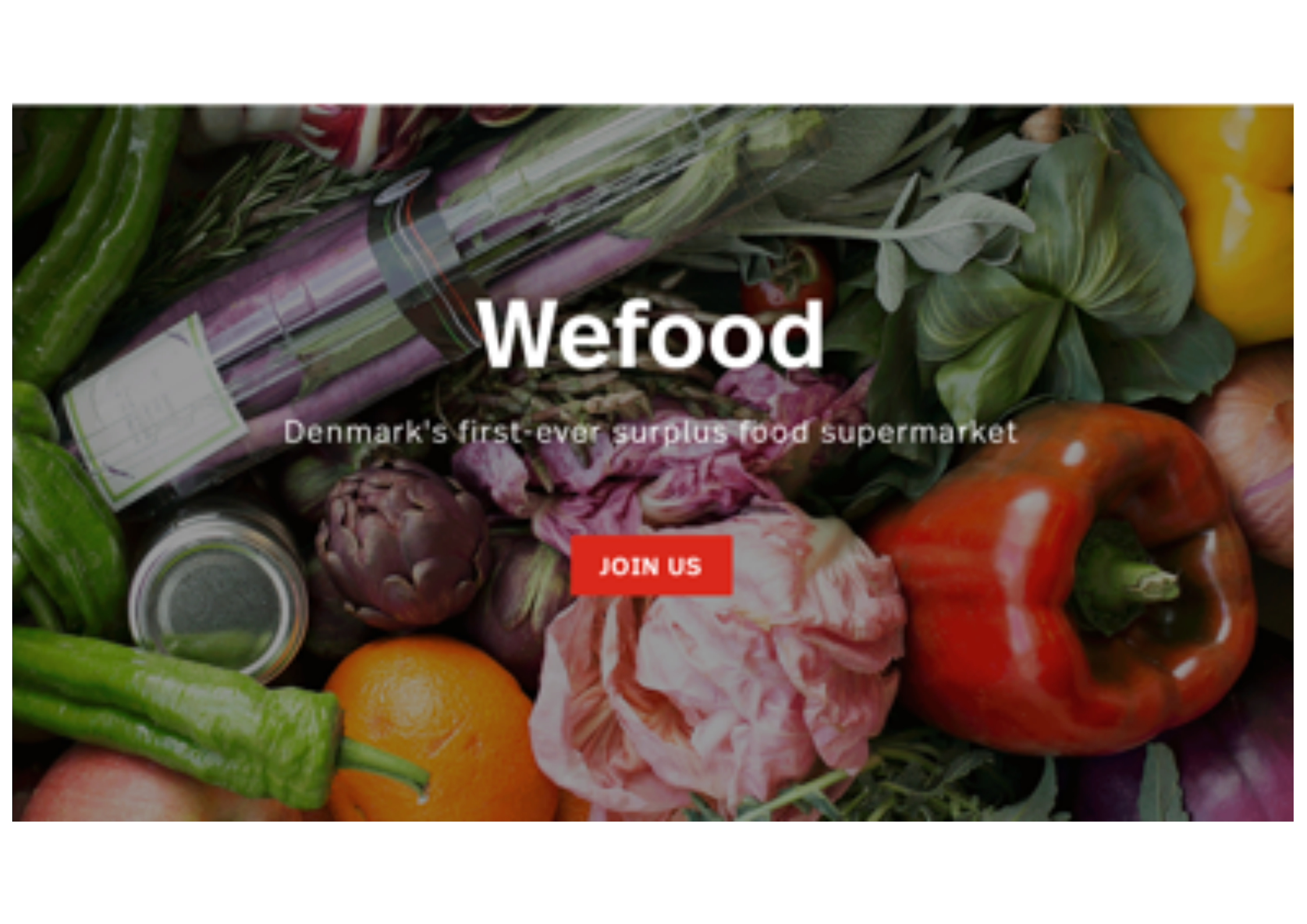
And deliver a quality brand **experience**



MEET TOO GOOD TO GO

THE #1 ANTI- FOOD WASTE APP





Wefood

Denmark's first-ever surplus food supermarket

[JOIN US](#)

Spleiser ungdom og eldre

Hun så at unge ikke fikk jobb, at eldre var ensomme – og startet Generasjon M.

– **Mange kjenner** på utenforskap, psykiske helseutfordringer og ensomhet, sier Anne Stine Hole.

Hun er gründer og daglig leder i Generasjon M, et ideelt selskap der ideen er å ansette ungdom mellom 14 og 20 år som besøker eldre på sykehjem, i omsorgsbolig eller hjemme.

– Vi må bli rausere med hverandre og skape et mer inkluderende samfunn, og da trenger vi steder der vi kan bli kjent med hverandre, uavhengig av alder, hvor man bor, hva man tror på og hvem man elsker, sier Hole.

Ferd mot pris. Moren til Hole er lærer og faren er politiker, og sosiale utfordringer ble mye diskutert hjemme. I 2011 gikk Anne Stine Hole og Christina Væting Nergård på Foss videregående skole i Oslo, og skulle etablere en ungdomsbedrift gjennom Ungt Entreprenørskap. De så at mange unge sliter med å få deltidsjobb, og at mange eldre opplever ensomhet og inaktivitet – og startet Generasjon M.

I 2016 ble selskapet kåret til Årets sosiale entreprenør, en årlig pris som deles ut av det norske investeringsselskapet Ferd.

– Vi har hatt mange gode støttespillere, som har trodd på oss og utfordret oss. Kåringen bidro til at vi kunne løfte ideen fra skolebenken og begynne å jobbe fulltid med dette, sier Hole.



4
Anne Stine Hole
Gründer og daglig leder i Generasjon M. Født 1994.

Ledertjeme ford:
Ansetter ungdom mellom 14 og 20 år som besøker eldre på sykehjem, i omsorgsbolig eller hjemme.

I fjor gjennomførte Generasjon M trossis av betennemeter på 23 sykehjem i Oslo, Aker, Bærum og Oppegård.

Kåret til Årets sosiale entreprenør i 2016 av investeringsselskapet Ferd. Prisen tildels en virksomhet som har



Ballot Bin for events!

Har du et event eller en festival på trappene? Vi skreddersyr en pakke for deg. Ta kontakt, så finner vi en god løsning for deg!

[TA KONTAKT](#)



Dette bildet ble tatt på Øyafestivalen i 2019 og var et samarbeid med Nordic Ocean Watch.



Search



ABOUT US WHAT'S ON NOW CREATE CHANGE OUR CAMPAIGNS FOR BUSINESSES TUNE IN

Gift your old
smartphone

Supported by

O₂

**Gift your old smartphone to Community
Calling and you could provide a lifeline**

Impact

Inspiring millions of people

Over 1,500
"Legomers"
took part
over 3 years.

Influenced
6,480 people
through store
and online
workshops.

Social media
reach of over
21.5 million.
(across Twitter,
Instagram and
Facebook)



"Thanks to IKEA we have reduced our water & energy consumption, bills, been more conscious of recycling, started growing our own food and reduced food waste. Live Legom has shown me that small changes can have huge impacts on our lives and planet!"

Dora, Cardiff Customer

Impact

Benefits to the environment and wallet

People reduced their environmental impact and saved money. The programme not only helped them learn new skills, it also facilitated a permanent lifestyle change.



Our participants saved on average **£1,440** per year per household.



Their average savings approximated to **317kg CO2** per year, the equivalent of planting **53** trees a year each.



92% of participants say that the programme taught them new life skills.



90% reduced their electricity bills, **80%** their gas bills, and **80%** spent less on food by wasting less. **78%** reduced the amount of rubbish they created.



"We're so happy to have been part of this project. We met such lovely people, got so much inspiration and have made changes we know we will be able to keep up for life. The impact of the project will stay with us forever... This may be the end of the Live Legom project for us, but... Living Legom will remain part of our lives forever!"

Wendy, Participant

15 minutes: discuss



**Think of a social
problem/challenge that needs to
be tackled?**

Making it work

Making it work

Need **deep insight** into people's motivations eg ethnography/netnography

Clarity of **purpose built on core principles** that is shared with an ecosystem

Open, fair and responsible values

Create relevant experiences with internal and external stakeholders

Multi-stakeholder orientation and measurement: impacts on employees, community, partners, environment and customers

The implications for Managers

Managers' role is to create a **shared understanding** of the purpose (connect the past to the future)

Requires a '**participatory, humble and empathetic**' leadership style

Become **orchestrators/conductors** of a collaborative network of stakeholders

Provide direction but also freedom to others to **enrich**

Sharing through stories

Need to overcome lack of consumer knowledge and enable consumers to understand the impacts of their behaviour: **issues and consequences**

Requires an approach that **engages and persuades**: the value of stories

Important that stories are authentic and tangible: challenge existing perceptions and **encourage new actions**

SHARE OUR CHOCOLATE, SHARE OUR STORY

Right now there is slavery on cocoa farms in West Africa. This is a result of the unequally divided cocoa chain. Tony's Chocolonely exists to change that.



Not just our
chocolate, but
all chocolate
worldwide.



With incredibly tasty chocolate we lead by example and show the world that chocolate can be made differently: in taste, packaging and the way we do business with cocoa farmers.

Alone we make slave-free chocolate but together we'll make all chocolate 100% slave free. So we ask you to join us.



The more people who join our mission and share our story, the sooner 100% slave free becomes the norm in chocolate. The choice is yours. Are you in? Please check www.tonyschocolonely.com

CRAZY ABOUT CHOCOLATE, SERIOUS ABOUT PEOPLE



**together we'll make all chocolate worldwide
100% slave free**

All chocolate 100% slave free. Worldwide. That's our mission. And we can't do it alone. We need your help! Become Serious Friends with Tony's and support the mission. We'll help you with tools, videos and information in the Tony's Toolbox. And 'cause we're friends, there'll be some presents in there sometimes too.



**We're all screwed
So don't tell us that
We can imagine a healthy future
Because the reality is
It's too late to fix the climate crisis
And we don't trust anyone who says
We need to demand a livable planet
Because we don't have a choice**

(Now read this bottom up)

**Buy Less.
Demand
More.**

Since 1973, we've built clothes to endure. We make high-quality clothing that is more durable, so you don't have to buy new as often. We make gear with recycled materials. We promote safe and fair labour conditions for workers. We grow food and fibre the way nature intended.

There are things you can do, too. When you want something new, ask yourself, Do I really need it? Look for one product you can use in multiple ways. Repair what you wear out and hand things down. Demand recycled. Demand organic. Demand Fair Trade. You have the power to change the way clothes are made.

patagonia

Act Local. Think Global.