



Interreg 
2 Seas Mers Zeeën

European Regional Development Fund



Put here the name of your Social Enterprise

Put your name here

Workbook for established Social Enterprises

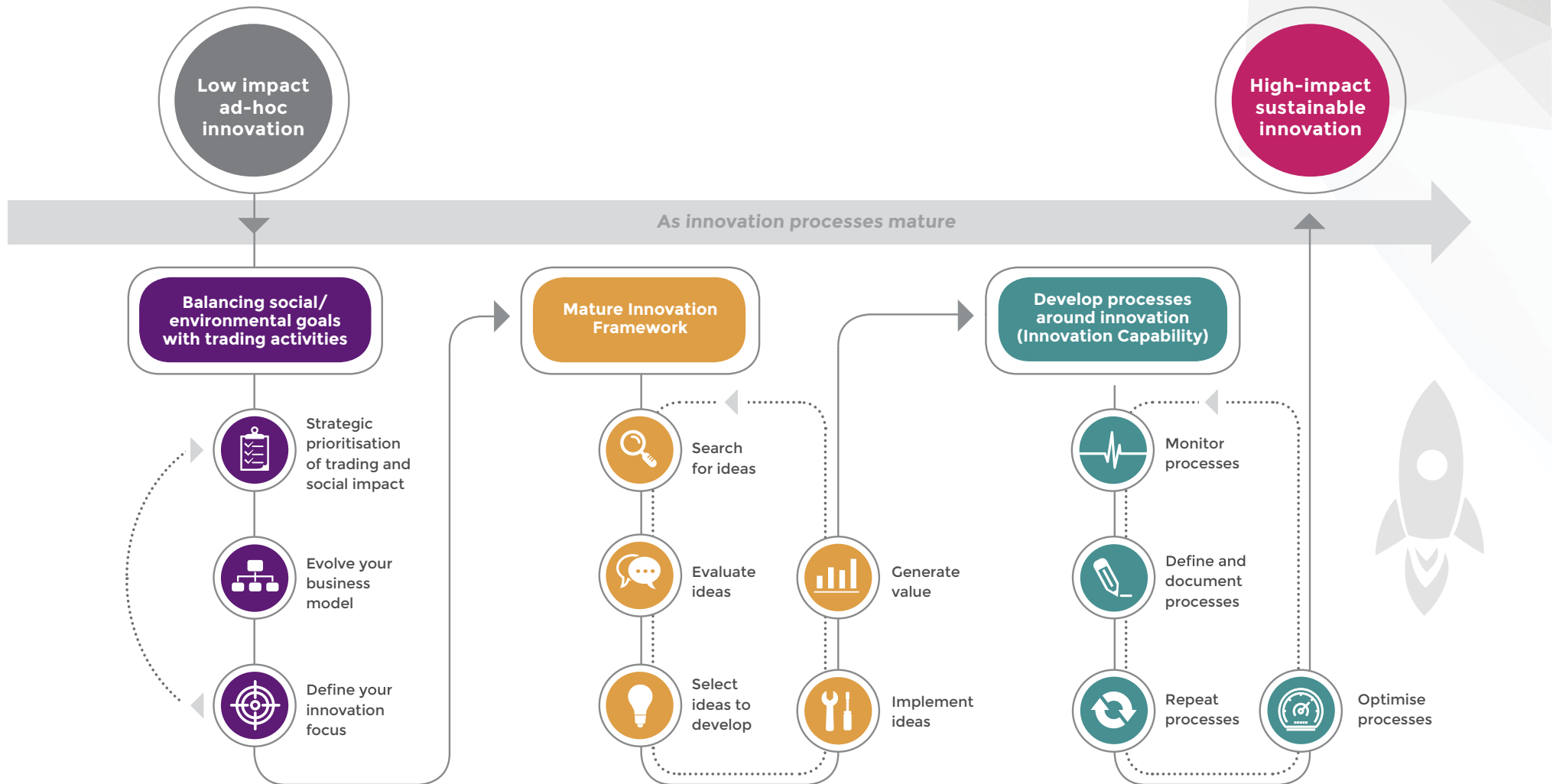

University of Brighton



seinwezen

*Created by Dr George Tsekouras at CENTRIM in the University of Brighton on behalf of the SPARK Consortium
You can use for own benefit, but not for commercial purposes*

Innovation Roadmap



Place Current position and Future position (2 years)

Trading	Very Strong					
	Strong					
	Moderate					
	Weak					
	Very Weak					
		Very Weak	Weak	Moderate	Strong	Very Strong
Social (Environment) Impact						

Current

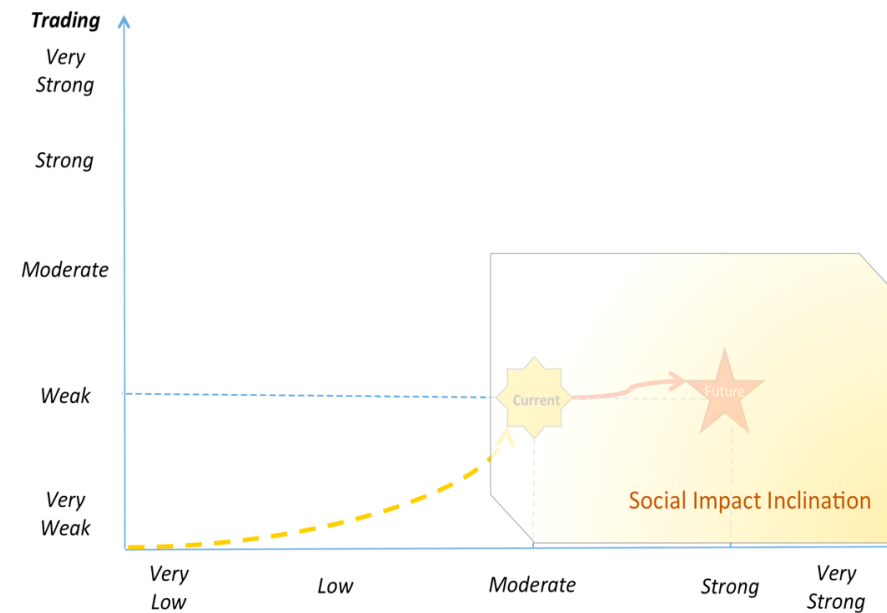
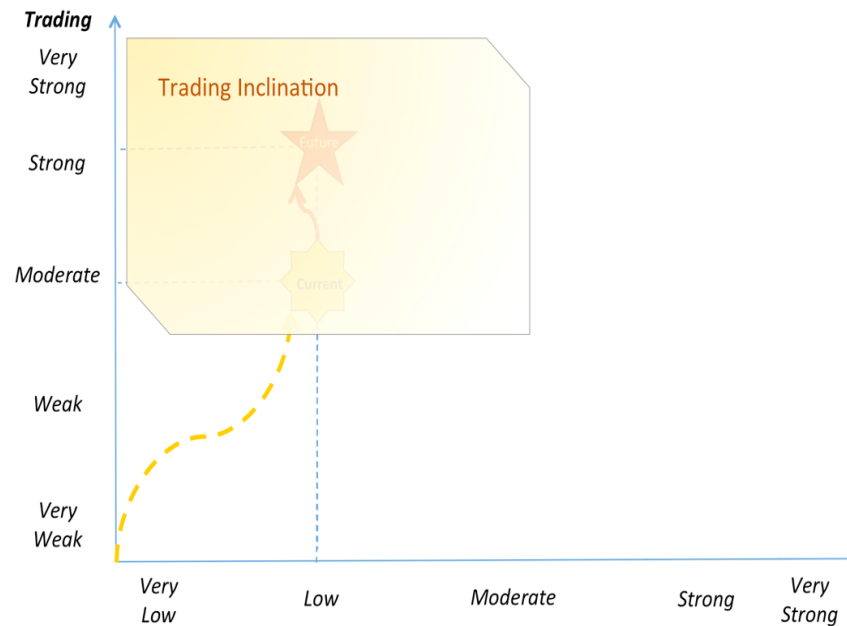
Future



Trading as a strategic priority

...to develop or maintained

...too weak





Define customers groups & products

Customers→					
↓Products↓					

...and choose the most important product-customers combinations



Your priority list for trading



Trading combinations priorities

e.g. Product A - Customer Group I

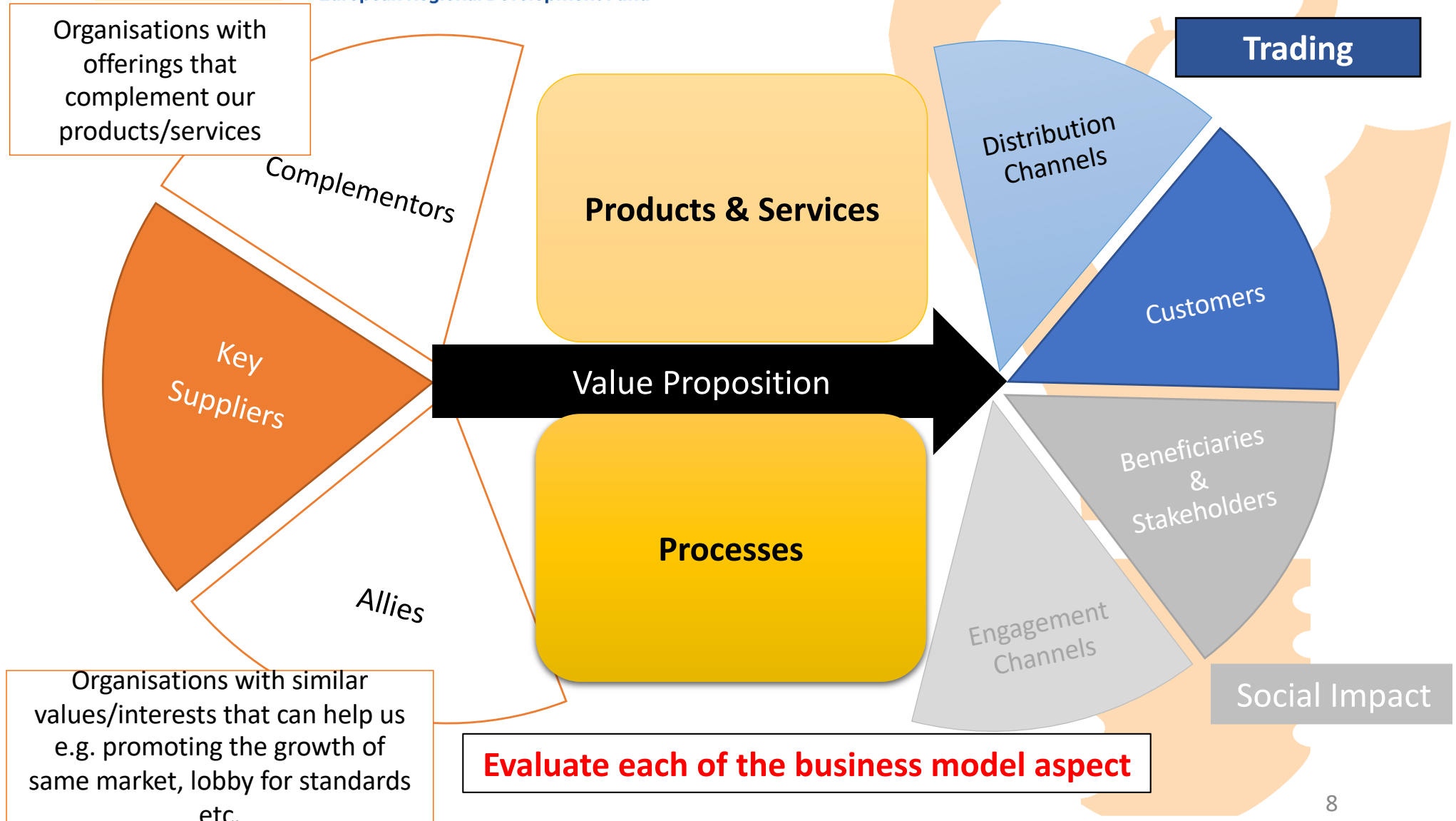
Product-Customer Group combinations



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For each important item of
the trading priority list





Put together
trading priority list
and innovation focus

Trading priorities	Innovation focus
<i>Product-Customer combinations</i>	<i>Aspects of business model</i>

Action Plan for Innovation

- For each item of the trading priority list
- and
- For the aspects chosen as innovation focus



- Plan actions for **each stage** of the innovation process
- Allow input from
 - **inside** the enterprise
 - **as well as**
 - **external** sources

Copy and paste the following slide if you need more...



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Specify
product-customer combination
and innovation focus

Searching
new ideas



Evaluate
options



Select ideas
to develop



Implement
ideas



Generate
value



Actions, Ideas or Connections



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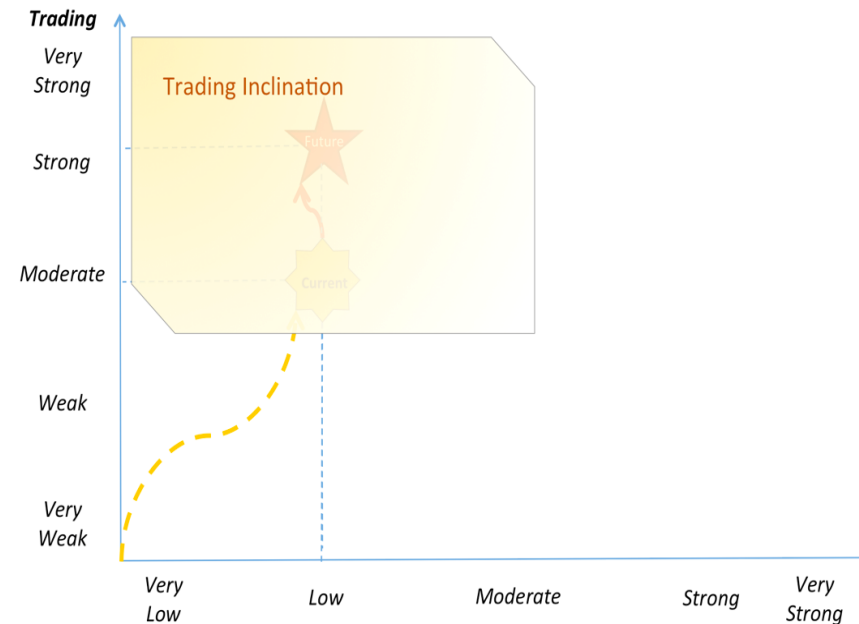
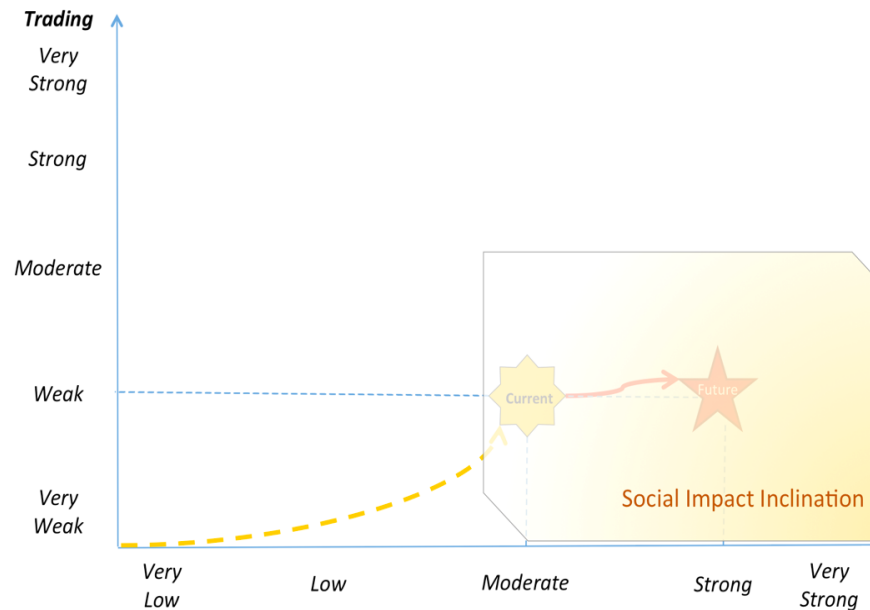


Actions, Ideas or Connections

Social Impact as a strategic priority

...to develop or maintained

...too weak





Define beneficiaries groups and products

Beneficiaries ->					
↓Products↓					

...and choose the most important product-beneficiaries combinations



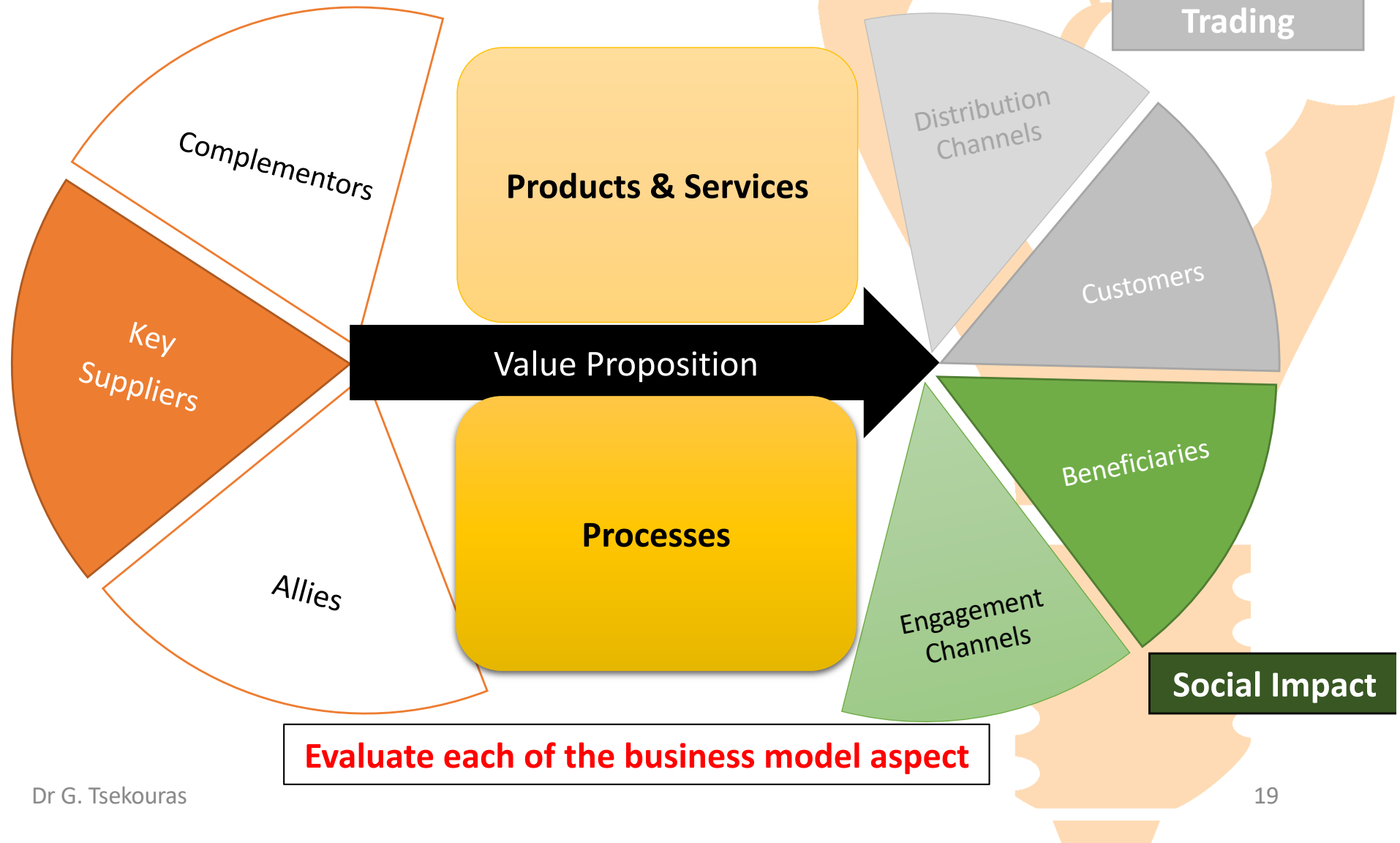
Your priority list for Social Impact

Social Impact combination priorities

e.g. Product A – Beneficiary Group I

Product–Beneficiary Group combinations

For each item of
the social impact priority list





Put together
social impact priority list
and innovation focus

Social impact priorities	Innovation focus
<i>Product-Beneficiary combinations</i>	<i>Aspects of business model</i>

Action Plan for Innovation

- For each item of the social impact priority list

and

- For the aspects chosen as innovation focus



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Actions, Ideas or Connections



Innovation Capability

Key Process	Resources	Responsible

Kpi (Key Performance Indicator)	Value	Date



Innovation Capability

Key Process	Resources	Responsible

Kpi (Key Performance Indicator)	Value	Date



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For more information

<https://www.sparksocialenterprise.eu>

My Social Start-up

<https://www.mysocialstartup.eu>

Social Enterprise Innovation Accelerator Network with 300
members

<https://www.linkedin.com/groups/13510543>

