

episode 1

challenge 1



Reflect on your personal experiences.

Can you think of a product you bought recently that you bought not only because you needed it, but because by buying it you did some good and created social impact?

Why did you choose it over other similar products?

Did the story you were told about their social impact persuade you to buy the product?

Do you feel that your buying attitudes have changed over time?

How will these experiences help to shape your social enterprise idea?

Use these prompts as a guide and note down your personal insights. This may be useful for you to look back on later.

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challenge 2



a love letter to my do-good purchase

A note to my do-good
purchase

Dear ,

My first impression of you was...

The social impact of my purchase got me thinking about...

You've helped changed my attitudes towards...

You've inspired me by...

Love from,



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challenge 3



Watch the video entitled 'My Streets, Ireland' linked in the resources and answer the following questions.

1 what problem is the social enterprise trying to solve?

2 who are the beneficiaries of the social enterprise?

3 how does the social enterprise generate income?

4 what do you think is the social impact created by the social enterprise?

5 what challenges do you think the organisation faces?

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challenge 4



Take some time to reflect on the information from the video and the discussion text. Here's a quick quiz to get everything clear in your head.

what best describes the mission of a social enterprise?

- a** to create profit
- b** to create social impact
- c** to create both profit and social impact

what is an ethical buyer?

- a** a buyer who is looking for the cheapest option
- b** a buyer who considers the mission, treatment of staff & materials before purchasing
- c** a buyer who wants to buy the most luxurious goods or services

how do social enterprises measure success?

- a** by the positive impact they create in society
- b** by the money in their bank account
- c** by how they are perceived by fellow businesses

which sector do social enterprises normally operate in?

- a** the third sector
- b** the private sector
- c** the public sector