

Social
Enterprise UK

Building Markets with Corporate Clients

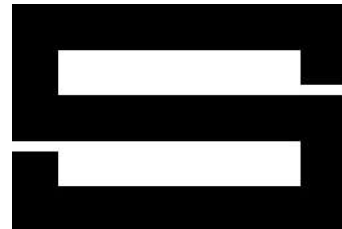
Social Enterprise UK

March 2022

Social Enterprise UK

We are the national body for social enterprise

We believe that social enterprise is our best chance of creating a fairer world and protecting the planet



**Social
Enterprise UK**

Buy Social Corporate Challenge

Our flagship programme for corporate partners

Led by Social Enterprise UK in partnership with the Department for Digital, Culture, Media & Sport, the Buy Social Corporate Challenge was launched in Downing Street in April 2016.

A simple initiative with a bold ambition:

A group of high-profile businesses aiming to collectively spend £1 billion by 2026 with social enterprises through their procurement



Aligning core business with CSR

The Buy Social Corporate Challenge unlocks the power of existing day-to-day spend, helping large businesses to **embed corporate responsibility into their core operations.**



If companies need to spend money on products and services, **why not spend that money in a way that maximises the positive impact on society?**

Buy Social Corporate Challenge

The Buy Social Corporate Challenge launched in 2016 with 7 partners and this has now grown to almost 30 partners, representing all major sectors of the economy



5 years of impact

£164,476,546

SPENT TO DATE WITH
SOCIAL ENTERPRISES
(YEARS 1-5)

2,030 JOBS

DIRECTLY OR INDIRECTLY CREATED
AT SOCIAL ENTERPRISES IN
YEARS 1-5

£72,931,191

YEAR FIVE SAW THE HIGHEST
LEVEL OF ANNUAL SOCIAL
ENTERPRISE SPEND YET

£15.1 MILLION

TOTAL PROFIT REINVESTED INTO
SOCIAL MISSIONS FOR YEARS 1-5

27 HIGH PROFILE
COMPANIES

BUYING FROM SOCIAL
ENTERPRISES

550 SOCIAL
ENTERPRISES

SUPPLYING BUY SOCIAL CORPORATE
CHALLENGE PARTNERS IN YEAR 5



Key learnings & opportunities

- Social procurement is a powerful way for corporates to engage key stakeholders
 - Linking employers' aspirations and actions on purpose
 - Demonstrating Social Value
 - Commitments in tenders
 - Recruitment and retention of talent
- Corporate contracts are helping social enterprises to win business with other corporates & diversify their offer
 - Leads on to other corporate contracts
 - Geographical expansion
 - New product/service lines
 - Enhanced services
- Understanding the route to market is key – direct with client or tier 1 or 2 supplier
- Contracting and onboarding processes tend to be more complex – lead times can be as long as 12-18 months
- Be competitive on quality, price and customer service

Buy Social Europe pilot

- Many corporations structure their procurement at an EU/EMEA/global level and they would prefer to engage with one social enterprise initiative across multiple national markets.
- SEUK has put resource in to design and develop the pilot, using elements of our Buy Social Corporate Challenge model and delivering to some of our Buy Social Corporate Challenge partners.
- We are proud to have Euclid Network and Social Enterprise World Forum supporting the pilot as strategic partners.
- We are working closely with our programme partners (SEND and SERI) to deliver an impactful programme of activity in Germany and Ireland.
- We are very grateful to a number of Euclid Network members for sharing valuable time and information with us about leading B2B social enterprises in their countries.



Social
Entrepreneurship
Netzwerk
Deutschland

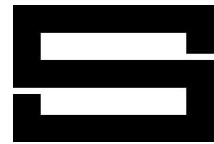


QUESTIONS

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