

SEA STRATEGY FRAMEWORK

Where Mission Meets the Marketplace

BELIEFS Where we start/what motivates us

Social enterprise is a powerful tool for generating and sustaining social value. Social innovation can be accelerated when social enterprises come together to increase the impact and effectiveness of the field. A robust social enterprise field helps high-performing social enterprises to be developed and resourced for growth and longevity. It is incumbent upon funders, investors, government and the public to encourage robust social enterprise through policies and practices that provide a supportive environment.

VISION How we imagine the world differently because of what we do

Social enterprise is a widely practiced method for creating a more just and sustainable world.

MISSION What we do to work toward that Vision

SEA is dedicated to developing a robust social enterprise field.

CUSTOMERS

Who we serve and influence

PRIMARILY: Early stage entrepreneurs seeking inspiration and the knowledge to launch social enterprises. Emerging and mid-stage practitioners seeking tools and information about best practices. Advanced practitioners from established enterprises seeking opportunities to network with peers and to collectively influence public awareness and support for social enterprise

SECONDARILY: funders and social capital investors who want knowledge about social enterprise and best practices to inform their investment/gifting strategies and who seek networking opportunities with other grantmakers and investors who share an interest in social enterprise.

ADDITIONALLY: policy-makers, advisors, intermediaries, educators and researchers, consultants and others who support social enterprise.

FIELD-BUILDING AIMS

How we'll know if we're successful in the field

There is public awareness of the value and impact of social enterprise as a means of advancing a more just and sustainable world.

Socially motivated entrepreneurs become aware of, learn about and adopt social enterprise as a means of advancing their mission, and find it easier to create, finance and operate such enterprises, whether nonprofit or for-profit. They have access to learning opportunities, technical assistance, capital and resources.

The public policy, business and social climate supports social enterprise.

There are positive changes in the priorities and procedures of funders and social investors, leading to increased support for social enterprise.

There is a supportive community/network of practitioners, educators, trainers and capacity builders engaged in advancing social enterprise.

STRATEGIC GOALS

Functions we provide to realize our aims

ADVOCACY: SEA will be recognized as the leader, convener and the authority on the field, and will grow awareness and support among key influencers and the public

INFORMATION: SEA will be the most efficient and effective provider of information on social enterprise and a driver of relevant research

EDUCATION: SEA's Summit will be the premier event for cultivating and engaging leadership in the field, and SEA will be an acknowledged resource for growing the mission and business capacity of social enterprise practitioners.

COMMUNITY: SEA will cultivate a high-value peer network for practitioners and supporters



social enterprise alliance

Where mission meets the marketplace.