



C3 – CONSULT AND COACH FOR A CAUSE

International Social Enterprise Mark Holder

Dubai-based organisation C3 - Consult and Coach for a Cause worked for over a year to achieve Social Enterprise Mark certification, becoming the very first international organisation to be awarded the Social Enterprise Mark, certified by Social Enterprise Mark CIC, the only global, independent certification authority for social enterprises.

“Becoming a Mark holder proves to a wider audience that C3 is a true social enterprise creating social value in the Middle East”, says Anna-Liisa Goggs, C3 Co-Founder and COO.

“We hope that the Mark will act as a shorthand for what our social values represent and enable us to grow our volunteer and entrepreneur base across the Middle East, and attract funding to help C3 and its entrepreneurs thrive.”



For over a year, C3 had to provide documentary evidence, such as its business plan and theory of change, a full set of impact metrics, financial statements and governance structures. The fact that the UAE-based social enterprise was the first organisation outside of the UK to obtain the Mark, required more discussion around the legal backdrop of the UAE as the Social Enterprise Mark Certification Panel usually deals with applications from UK companies.

As part of the process, C3 had to embed its social mission into its constitution. Anna-Liisa, who is also a corporate lawyer, considers *“this is an amazing achievement, as C3 is only a few years old and it’s staffed entirely by committed volunteers”*.

For the Social Enterprise Mark CIC, it marked a milestone in the development of the Mark. *“I am so pleased to award our first international Social Enterprise Mark to Consult and Coach for a Cause (C3). C3’s award demonstrates that certification guaranteeing that profits are reinvested for social good can translate internationally. We have no doubt that they will be an inspiration for others to follow in their footsteps”,* said Managing Director, **Lucy Findlay**.

C3 – Consult and Coach for a Cause is a UAE-based social enterprise set up to help unlock the potential of Middle Eastern social enterprises and maximise their impact on the community. C3 mobilises experienced business professionals to share their knowledge on a voluntary basis, matching professionals with social enterprises taking into consideration skills, interests and availability.

Since its creation in 2011, C3 has supported around 300 social entrepreneurs in the UAE, backed by 800 talented and dedicated volunteers and enthusiasts.

To find out more about C3 please, visit <http://wegrowwithc3.com/>