



UPHOLDING THE
STANDARD FOR
SOCIAL ENTERPRISE

SOCIAL ENTERPRISE MARK CIC



THE SOCIAL ENTERPRISE MARK
TRADING FOR PEOPLE AND PLANET

'Making a Mark'

Mark Holder Social Impact Declaration

Social Enterprise Mark CIC

Social Enterprise Mark CIC is the social enterprise accreditation authority, which assures the social enterprise business model remains ethical, credible and commercial through accreditation.

We are responsible for assessing applications for the internationally recognised Social Enterprise Mark and Social Enterprise Gold Mark. The robust accreditation process enables organisations that are awarded the Social Enterprise Mark/Gold Mark to stand out from the crowd, as proven social enterprises which are independently guaranteed to be trading for people and planet.



The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to provide 'social impact statements', which illustrate how they are striving to meet their social/environmental objectives.

Below are examples of how **Social Enterprise Mark CIC** is Making a Mark, striving to create a positive impact on people and planet.

Social enterprise credibility through accreditation

Our key outputs are focus on assuring the social enterprise business model remains ethical, credible and commercial through accreditation, including

- Providing robust independent accreditation services

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- Sharing advice and expertise to support new social enterprises
- Supporting social enterprises to be commercially sustainable and create impact
- Engaging new sectors in social enterprise to broaden the reach of the social enterprise business model, e.g. Higher Education

How our services benefit the social enterprise sector

The majority of respondents to our 2016 stakeholder survey believe that the Social Enterprise Mark/Gold Mark enables them to demonstrate their credibility as a genuine, independently assessed social enterprise. It also helps them to communicate their values to both internal and external stakeholders. This helps Mark holders distinguish themselves from competitors.

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The Mark opens opportunities for discussion around supporting communities through trade...and what this really means

“Social Enterprise Mark CIC is keeping alive the understanding that a clear definition of social enterprise does really matter - which I believe to be the case.”

- 96% of respondents said the Mark helps them to communicate the significance of being a social enterprise to key stakeholders
- 79% said the Mark is important in helping distinguish them, by showing they submit to the scrutiny of accreditation
- 73% of respondents said that the Mark acts as a worthwhile and useful influence in the UK social enterprise sector

Creating value for social enterprises

We offer a subsidised rate for Social Enterprise Mark/Gold Mark holders attending our annual conference, to enable them to access valuable networking and peer learning opportunities, which can support the development and growth of their social enterprise. This is also a further opportunity for us to share expertise and advice/resources.

For our 2016 and 2017 conferences, the total value of this was £3,288.

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