



THE SOCIAL ENTERPRISE MARK
TRADING FOR PEOPLE AND PLANET

'Making a Mark'

Mark Holder Social Impact Declaration

Consult and Coach for a Cause (C3)

Consult and Coach for a Cause (C3) is a United Arab Emirates-based social enterprise helping social entrepreneurs in the Middle East unlock their potential and maximize their positive impact on the community.

C3 was the first international social enterprise to be awarded the Social Enterprise Mark, in April 2015, and in November 2017 was recognized as a United Nations Sustainable Development Goals (SDGs) Pioneer for outstanding contribution to "Partnerships for the Goals".



C3 believes all social enterprises should have access to experienced business professionals and all experts should have the opportunity to put their skills to good use. We aim to enable emerging social entrepreneurs in the Middle East to become active agents of positive social change by leveraging experienced professionals seeking meaningful ways to give back.

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

Below are examples of how **C3** is Making a Mark, striving to create a positive impact on people and planet.

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Growing social enterprise in the Middle East

Using business tools, experts who can mentor and support the social entrepreneurs, and a customised journey to growth and impact through our social impact accelerator, we improve the chances of these social enterprises becoming financially sustainable. Along the way, we have also raised the profile of the social enterprise agenda in the UAE and improved understanding/ knowledge of the sector in the Middle East.

Enabling organisations to improve social purpose

C3 has three specific arms:

- C3 Social Impact Accelerator and C3 App provides customised social impact content and access to experts for free. Entrepreneurs only pay if they successfully sign client contracts or raise funds as a result of a direct introduction by C3
- Similar services and white label accelerators for corporates and foundations, designed to improve the social impact of existing entrepreneurs or SMEs
- Senior executive support for SMEs and entrepreneurs who need to grow and scale their business



The idea behind the different services is to help all organisations – social enterprises or not – improve the social purpose of their business, so that the SMEs of today might be the social entrepreneurs of tomorrow and today's social entrepreneurs will address some of the pressing societal problems in the Middle East today.

Creating social value – outcomes of activities

Participants on the C3 Social Impact Accelerator feel more confident in using impact methodologies, pitching to investors and tackling governance in their businesses. They rated highly introductions made to well informed and motivated experts, as well as potential clients.

As part of a panel with UAE foundations and private entities to develop and draft a UAE social enterprise law, C3 has contributed to furthering the social enterprise sector in the Middle East.

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