

## ‘Making a Mark’

### Mark Holder Social Impact Declaration

#### Social Enterprise Mark CIC

Social Enterprise Mark CIC is the social enterprise accreditation authority, which exists to recognise and build the capabilities of social enterprises as competitive, sustainable businesses, dedicated to maximising social impact above shareholder profit.

We are responsible for assessing applications for the internationally recognised Social Enterprise Mark and Social Enterprise Gold Mark. Our accreditation services provide clear standards for the social enterprise sector, which is currently unregulated, and define what it means to be a genuine social enterprise.

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 **Social Enterprise Mark CIC** is Making a Mark, striving to create a positive impact on people and planet.



### Providing robust standards for the sector

We work to assure the social enterprise business model remains ethical, credible and commercial, through providing robust, externally assessed independent standards for social enterprise, which enable these businesses to demonstrate their credibility as commercially sustainable businesses that are creating real social impact.

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We also endeavour to engage new markets in social enterprise, to broaden the reach, awareness and adoption of the business model – we want social enterprise to break out of the niche to be widely accepted as a credible alternative way of doing business. For example, we have established a clear partnership between universities and the social enterprise sector.

## Supporting social enterprises to be sustainable

We provide two externally assessed standards; the Social Enterprise Mark, which defines what it means to be a social enterprise, and the Social Enterprise Gold Mark excellence framework, which encourages social enterprises to build their capabilities in line with best practice, providing a route for continual service improvement.

We support social enterprises to be commercially sustainable and create impact. For example:

- We help Mark holders to articulate their social value and communicate this through our online directory
- We enable social enterprises to communicate their ethos to generate business, by providing a recognisable 'badge'
- We promote the services of Mark holders to an international business network, encouraging social enterprises to work in partnership to create increased impact



We have continued to act as the global champion of credible standards for social enterprise, and the Social Enterprise Mark now has a presence in 11 different countries, including South Africa, China, and UAE.

## Enabling social enterprises to prove their impact

Provision of robust standards for social enterprises enables our Mark holders to think more carefully about what they are trying to achieve in terms of social outcomes, as well as providing a tool to demonstrate how they are making a difference.

*"The Social Enterprise Mark is a statement of quality in general... It has helped us to work through our outcomes"*

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