Rural Social Enterprise Constellation (RSEC) Project

2014 Rural Research Day
April 29, 2014
Project Partners

- Canadian Centre for Community Renewal
- Ontario Nonprofit Network
- Canadian Community Economic Development Network
- Community Opportunity and Innovation Network, Inc.
- C. Lang Consulting
- PARO Centre for Women’s Enterprise
- Eko Nomos
- United Way of Greater Simcoe County
- Huron Business Development Corporation
- University of Guelph
Funding Partner

Ontario Trillium Foundation

Fondation Trillium de l’Ontario
Framing the RSEC Project

• Working in 4 rural regions:
  – Peterborough, Kawarthas, Durham
  – Huron Perth
  – Thunder Bay and Region
  – Greater Simcoe County

• Timeframe – 2012 – 2015

• Funded through Trillium Foundation

• Leveraging other investors and SE activity in regions
RSEC Strategy

• Connecting with and linking key audiences to promote and grow the capacity for rural social enterprise development:
  – Regional intermediaries and investors
  – Emerging practitioners and consultants
  – Postsecondary students, institutions and researchers
  – Individual NFP’s and social enterprises
Using Constellation Model
CCEDNet Infrastructure Project

ONN RSEC Project
What is Social Enterprise?
“An organization or venture that achieves its social mission by using value-added, earned income strategies.”

CISED 2009
Contributing to Healthy Communities

Social Capital

Environmental Capital

Economic Diversity

Labour Force Development

Cultural Capital

Rural Social Enterprise Constellation
Social Enterprise is Not New…

The Kingston Farmers Market was established in 1780 more than 230 years ago

…but interest is growing….
Changing the Game

“Social enterprise is changing the rules of the game by fostering a culture of cross-pollination between business, government and civic sectors to create more equitable and inclusive economies.”

Report on Social Enterprise Survey for Ontario, 2013
INSPIRING INNOVATION
The Size, Scope and Socioeconomic Impact
of Nonprofit Social Enterprise in Ontario
The Canadian CED Network
The respondents collectively:

- Generated at over $140 million in sales
- Employed more than 5,000 people
- Trained over 66,000 people
Comparing Rural and Urban

• Rural SE’s:
  – are 1.5 times more likely to have families, children or seniors as a target group
  – are twice as likely to receive no grants or donations
  – employed 57% fewer full-time equivalent (FTE) employees
  – hired 30% less freelance or contract workers

  >> Rely more on volunteers
Provincial Government Strategy

- Introduced an Office for Social Enterprise
- Launched Catapult Loan Fund
- RFP for Social Enterprise Demonstration Fund – May 2014
Time to connect the dots!
RSEC....
Networking for Sector Building

• Linking across boundaries....
  – regional partners
  – post secondary institutions and researchers
  – practitioners
  – sectoral SE’s and partners
  – rural and urban SE’s and stakeholders
  – rural SE sector and policy makers
Next Stage Projects

• New Directions Research
  – Policy leverage points related to rural social enterprise practice and regional development

• Social Enterprise Demonstration Fund (SEDF)
  – Proposal with broader group of regional intermediaries within RSEC to mobilize new investment and supports for SE

• Informal Research Partnership
  – U of Guelph and Georgian College Centre for Social Entrepreneurship
Join us in the RSEC network!
Mobile Rural Social Enterprise Policy Institute

May 12 – 16, 2014

- Learn about rurality, social enterprise, and policy on the road
- Site visits and policy discussions
- Open to students and others as course auditors
Rural Social Enterprise Practitioners Institute – East

- RSEC/Community Opportunities & Innovation Network (COIN)
- French and English sessions
- Open to consultants, coaches, capacity builders, students & emerging practitioners

June 17-18, 2014
RSEC Webinars

- May 21: “Social Enterprise Feasibility”
- June 4: “Growing Your Social Enterprise”

To find out more about RSEC: http://theonn.ca/rural-social-enterprise-constellation/
A New Social Enterprise Website for Ontario!

Strengthening Ontario's economy through social enterprise

Social Enterprise Showcase

Impact Junk Solutions
Centre for Innovative Social Enterprise Development

RESOURCES

MaRS
Where science, technology and social entrepreneurs get the help they need to start or grow a...

Pillar Nonprofit Blog
Workspace to explore, incubate and validate social enterprises in London & Area

PROVINCIAL SUPPORT

Learn more
Thank you for your interest!

cathy@clangconsulting.com