



pathway

Social Entrepreneurship & Corporate Social Responsibility

Welcome to the UServeUtah Community Engagement Pathways Toolkit for Social Entrepreneurship and Corporate Social Responsibility! This toolkit is designed to provide you with an understanding of the Social Entrepreneurship and Corporate Social Responsibility Pathway and equip you with the knowledge and know-how to begin your path of deeper engagement and service.

Not sure what your top pathways are? [Take our quiz here.](#)

Introduction to the Pathways



Direct Service



Social Entrepreneurship & Corporate Social Responsibility



Community Engaged Learning & Research



Policy & Governance



Philanthropy



Community Organizing & Activism

The UServeUtah's Community Engagement Pathways are patterned after a framework developed by Stanford University that educates and inspires individuals to contribute to the common good through distinct types of volunteerism.

Each of the six Community Engagement Pathways are unique, but they also overlap and intersect, finding different angles or directions from which to address a complex issue.

Your survey results show that Social Entrepreneurship and Corporate Social Responsibility is your top pathway!

Social Entrepreneurship and Corporate Social Responsibility is defined as:

“Using ethical business or private sector approaches to create or expand market-oriented responses to social or environmental problems.”

This pathway entails working or influencing businesses in the private sector to adopt ethical business practices, such as environment, social, and governance practices, and to understand how the private sector can create market-oriented responses that solve or address social problems or community concerns.

Common Attributes

If you are interested in this pathway, you may be someone who works in the private sector and wants to see corporate social responsibility practices at your place of business. You may also be a budding social entrepreneur who wants to create a business that addresses an issue for which you are passionate. While this pathway is geared towards the private sector, you do not need to be in the private sector to engage with this pathway. Perhaps you are someone who is passionate about addressing a social issue and are interested in understanding how partnering with the private sector can address that issue.

There are many ways to engage with the private sector through this pathway, even if you are not working at a for-profit business itself. On page 05 of the toolkit, we highlight different examples of what engaging with the Social Entrepreneurship and Corporate Social Responsibility Pathway might look like for different interest areas. While this list is not exhaustive, it is a great starting point to begin your path!



Those inclined to this pathway tend to have these common attributes:

- 01** Are passionate about addressing social issues with business solutions
- 02** Are interested in connecting their work to social entrepreneurship for community benefit
- 03** Enjoy evaluating, tracking, and measuring the outcomes of a solution
- 04** Like creating bold and equitable solutions to pressing problems
- 05** Have some understanding of ethical business practices
- 06** Have the ability to identify and understand issues
- 07** Have a desire to think creatively and lead on initiatives
- 08** Have the ability to work both independently and in groups
- 09** Have a sense of resourcefulness and independence
- 10** Are optimistic and ambitious

Does this sound like you? Great!

In the next section, this toolkit will show you how you can begin to make a difference.

The Pathway of the Pathway

It doesn't matter if it's your first time engaging with the private sector or you have spent a lifetime dedicated to understanding and implementing social entrepreneurship and/or corporate social responsibility. Each pathway presents an opportunity for growth and development as you deepen your engagement and understanding.

As you review the information below, take a moment to reflect on your experience to-date and consider your starting point.

If it is your first time engaging with social entrepreneurship and/or corporate social responsibility or you are looking to break into the private sector, a great place to start is to identify which social issues you are most passionate about and research businesses that address those issues through social entrepreneurship or market-oriented solutions. You can also look for organizations or nonprofits that work alongside the private sector to inform businesses on ethical or socially-impactful decision making practices.



01

02

03

In this toolkit, you will find examples that align with the 13 social and community concerns listed in the survey. **Here are some examples of ways to get started:**

- Volunteer at a community service event a local business is organizing
- If you are able, take a class or research the various ways the private sector can invest in and address social and community concerns, such as impact investing
- Volunteer with a nonprofit that supports local businesses

If you have some experience working within the private sector or with the Social Entrepreneurship and Corporate Social Responsibility pathway or are looking to deepen engagement, there are many ways to do so. Some examples include:

- Organizing a service project at your place of business or starting an employee volunteer group
- Organizing a community project with like-minded individuals to address a community need
- Creating a paid employee volunteer program for your staff

If you have years of experience in the private sector or with social entrepreneurship and corporate social responsibility and are looking to engage with this pathway in a more formal way, here are a few examples of how you can do that:

- Start your own business that addresses a social issue or establish a framework for corporate social responsibility at your business
- Mentor other social entrepreneurs and teach businesses about adopting corporate social responsibility framework
- Volunteer your time or knowledge to a local business to help them develop a business plan

Note: this list is not exhaustive and can be done in any order that feels comfortable.

Interest Areas

In the survey, you were asked which social and community concerns about which you care and with which you want to get more involved. Below is a matrix that illustrates different forms of social entrepreneurship and corporate social responsibility for each of the 13 social and community concerns listed in the survey. While this list is not exhaustive, it is a great starting place to consider how you might like to engage with your community! They are only offered as examples to jump-start your creativity.



Using ethical business or private sector approaches to create or expand market-oriented responses to social or environmental problems”



Animals

Engaging your employees in a pet adoption or rescue effort



Children & Youth Development

Volunteering for an opportunity that teaches youth corporate social responsibility in business



Civil Rights

Organizing an employee giving program to raise funds for civil rights issues



Community Development

Developing a framework at your company that allows you to understand your impact on community development issues, such as paying a living wage, offering benefits, etc.



Diversity, Equity & Inclusion

Creating a business or product where a portion of all proceeds are donated to nonprofits that engage in diversity, equity, and inclusion work



Education & Teaching

Developing a new product that allows for greater educational access and/or equity



Environment

Ensuring that your company's day to day practices are environmental friendly and conducting a cost—benefit analysis of these efforts



Health & Wellness

Offering health and wellness benefits to your employees; or getting involved with your company's wellness efforts



Human Services

Creating an incubator-style business model that allows you to facilitate others' entrepreneurial dreams



Homelessness & Poverty

Starting a business that trains and employs low-income individuals as a means of lifting them out of poverty



Public Services

Seeking opportunities for your business to partner with the public sector on developing resources that are used by all in your city/town



Senior Citizens

Ensuring that your business policies and practices do not discriminate against members of the senior population



Wildlife Protection

Creating and selling a product in which all proceeds are given to causes that protect wildlife

Complementing Pathways



While your interests may lie in any pathway, all are interdependent and each is necessary for impact on complex issues. Working together, the Community Engagement Pathways can create a significant difference within the community. Below are examples of how each pathway can work together to create impact on an issue.

Social Entrepreneurship & Corporate Social Responsibility

Support business models that reduce carbon emissions through clean energy initiatives

Direct Service

Organize a clean-up of a local river or nature preserve.

Community Organizing & Activism

Donate to an organization supporting wildlife conservation.

Philanthropy

Attend a rally focused on environmental initiatives.

Policy & Governance

Attend a civic meeting discussing policies for reducing carbon emissions.

Community Engaged Learning & Research

Research how environmental changes impact local neighborhoods. Share the results with local nonprofits and community leaders.

To learn more about the other 5 pathways, [click here](#).

community engagement pathways

**You are ready to engage with
your community!**

Click here to discover volunteer
opportunities in your area.

find us online at **userve.utah.gov**
follow us on social media **@UServeUtah**