Social Enterprise: Some Definitions (v1.15)

1. **Altruism**: A selfless or unselfish concern for the well-being of others.
2. **Empathy**: An understanding of the life experiences of others (walk in their shoes).
3. **Passion**: A very strong feeling about someone, or something.
4. **Compassion**: A deep emotional concern for the suffering or misfortune of others.

5. **Morality**: What’s right or wrong, good or bad.
6. **Justice**: Judgment based on fairness, impartiality and what is right (or, moral).
7. **Social Justice**: A belief that every life has equal value; that is, every person has dignity and deserves respect and equal treatment, rights and opportunities.

8. **Sustainable**: That which will last or endure.
9. **Social Impact**: Actions that tangibly and meaningfully improve the lives of others, especially those who are disadvantaged, marginalized or vulnerable.

10. **Capitalism**: An economic system driven by privately owned businesses serving customers and earning a profit.
11. **Markets**: Where the forces of demand and supply lead to transactions that serve a commercial or other private purpose.
12. **Enterprise**: An organization of people that collectively pursues a common purpose.
13. **Business**: A private, for-profit enterprise using markets to engage in commerce.

So, what is a **social enterprise**?

A social enterprise is an enterprise or business with the primary purpose of pursuing social impact using sustainable market-based solutions and built upon compassion for others and a commitment to moral decision-making.

And, what is a **social entrepreneur**?

A social entrepreneur is a person who brings passion to starting, building or growing a social enterprise.