

2020-5 Renewing the Manitoba Social Enterprise Strategy

Mover: BUILD Inc.

Whereas: Social enterprises grow local and fair economies by strategically using a business model that blends and values both social and financial impact. In social enterprises, surplus revenue is reinvested into the mission of the business, and the focus is on realizing social or environmental outcomes such as the creation of jobs for people facing barriers to employment, providing community services not served by traditional markets, growing green economy products and services, or generating revenue for non-profits. Since 2018, there hasn't been a consistent provincial approach to government relations or support for this impactful and ready-to-grow economic model.

Whereas: This model is innovative and is proving to have social and economic value in a number of communities across Manitoba as evidenced by several SROI and evaluative reports. Social enterprises are contributing to economic growth, providing opportunities for training and employment to people who might otherwise not be able to find decent work, and are filling gaps in the market in often excluded communities. These businesses make a unique impact in communities, and ensure value created is reinvested in communities. However, social enterprises have unique development and financing challenges as well as a unique relationship with the public sector, because of the blend between social and/or environmental impact and business practices.

Whereas: Social Enterprise is a common and increasingly favourable model for building local and fair economies. It is adaptable, responsive to community need and assets, and typically collectively owned. Providing resources for overall sector development that are informed by evidence, co-designed and implemented by both community and government stakeholders, and aligned with emerging strategies in other jurisdictions is an effective and efficient way that the Government of Manitoba can support this model. A new phase of the Manitoba Social Enterprise Strategy (MSES) can immediately build on previous work and ready the sector to capture emerging resources from other sectors and government jurisdictions.

Whereas: Across Canada, governments are recognizing social enterprise impacts and needs, and are developing strategic approaches to help this model grow and increase impact. While there have been some supportive programs or initiatives in Manitoba, these continue to be piecemeal and incomplete, with waning support and consistently changing government stakeholders and priorities. For instance, the original MSES, developed collaboratively with government and community stakeholders in 2014 and financially resourced over 2015-2018, had inconsistent government staff involvement, a reduced budget in the final year, and eventually was not renewed at the end of the first phase of activity. At the same time, commitments to social procurement and social finance have been variable, and the government's economic development approach has been changing rapidly.

Whereas: The Government of Manitoba has indicated through its Ministerial Mandate Letters and several overarching statements that it is interested in innovation, effective practice, streamlined economic development approaches, and teamwork. Several existing strategies note social enterprise as a possible approach, including Look North. The emerging "Renewing the Non Profit Sector" strategy is partly focused on fundraising and capacity building models for non-profits, which is one intention of the social enterprise model. Concurrently, the Federal Government is developing a Social Innovation and Social Finance Strategy that heavily features social enterprise and will include a Social Finance Fund. The local sector will struggle to leverage those opportunities without well-

organized and resourced local development supports. The MSES was an emerging initiative that was working well to prepare the sector for growth, connect sector leaders and relevant government stakeholders, pilot development tools, and document sector needs and a renewed commitment to this approach can ensure the sector is able to capture and leverage opportunity for greater impact in Manitoba communities.

Be It Resolved That: The Government of Manitoba immediately commit to supporting the social enterprise sector by supporting a Manitoba Social Enterprise Strategy. This should include:

- A. 5 years of funding of at least \$200,000 / year
- B. a co-creation model with a government & sector decision-making body, ability to adjust work plans annually with sector-engagement, and strategy management by CCEDNet Manitoba
- C. a set of sector development activities planned using sector-engagement and the 6 pillars of social enterprise development (skills & capacity, markets, finance, impact measurement, regulatory environment changes, and sector network development)
- D. opportunities to undertake research to further document the sector's needs and current state

How the Resolution will be Advanced: CCEDNet Manitoba will work with members of the social enterprise community to advance this resolution, including We Want to Work, the Social Finance Working Group, and a range of academics and developers working in this field.
