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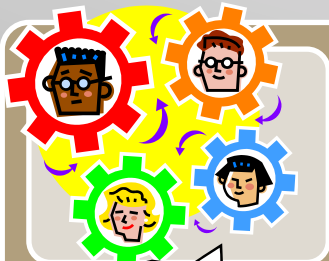
# Measuring the Impact of Social Enterprise in Nova Scotia

*[www.policyalternatives.ca/offices/novascotia](http://www.policyalternatives.ca/offices/novascotia)*

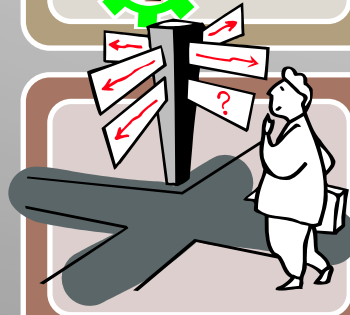
# Presentation Overview



Introduction



Case Studies and  
Performance Snapshots



Findings and  
Recommendations



# Hope Blooms

*"Sometimes it takes the  
children to raise a village"*

Mission: To help prepare youth to become productive citizens by providing a work and learning environment where they feel challenged, respected, and accountable as they strive to meet the demands of adulthood.

A program of the North End Community Health centre. Uses the community garden to train youth on food issues, who also make and sell salad dressings.

Program started with 9 youth in 2008 and in 2011 34 youth and 14 families involved in the community garden.

# Le Transport de Clare Society



Mission: To provide accessible and affordable transportation.

Started as a committee of  
C.O.R.D- Clare Organization  
Representing persons with  
Disabilities.



Le Transport vehicles logged 5000 km in 1996 – they were up to 216 000 km and 19,000 riders in 2011 compared to 8,500 in 2002.

# Our Thyme Café and Catering



“It’s about the whole person, not just if they can make a cookie right.”

- Our Thyme co-manager

Mission: To provide training in food service and culinary arts to women and female youth who have been in conflict with the criminal legal system, or who may be at risk of being in conflict with the legal systems due to risk factors related to poverty such as homelessness, addiction, or mental illness.

Started by the Elizabeth Fry Society of Nova Scotia. Includes a cafe and catering services, which offers training in both services, as well as literacy classes to women. Also includes a community meeting space.

Between December 2008 and January 2011, 68 women were trained in the cafe.



“Creating employment outside the city requires every tool in your belt.”

- Employee

“Social enterprise is different from a for-profit employer. Situations like that have labour subservient to money. We take money and make it subservient to the labour.”

- Employee

Mission: To promote community participation by adults considered to have an intellectual disability through supported training and employment.

Founded in 1970. Includes multiple businesses owned and operated (woodworking shop, used clothing facility, Baker's Choice Fine Foods, What's Cooking Commercial Kitchen Services and Hodge Podge Arts and Crafts Studio) as well as more than 200 partners who hire clients.

Flowercart served 282 clients in 2010-2011. 17 clients participated in 1972.

# Just Us! Coffee Roasters Co-op



Mission: To promote people and the planet before profits.

Established in 1995 as a worker-owned cooperative purchasing coffee at fair prices from Southern producers. Now includes roastery in Grand Pre with four coffeehouses in Halifax and Wolfville and has added fair trade sugar and chocolate to the line-up of products.

69 employees at end of 2010.



# Findings

## Challenges

- Limited capacity to engage in data collection and analysis
- Tendency to rely on and privilege quantitative measures over qualitative





# Findings

## Opportunities

- Increase balance between social mission and business performance
- Focus efforts
- Share stories about change



# Findings

## Key Principles

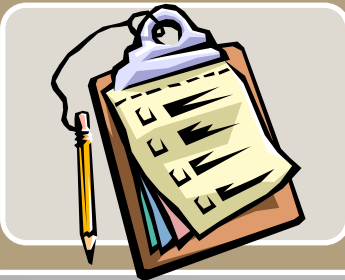
- Measure contribution not causality
- Enterprises define success for themselves
- Individuals involved are the experts on their work
- Support required includes financial and human resources



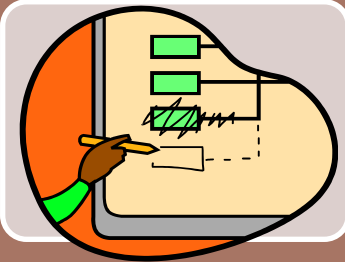
# Recommendations



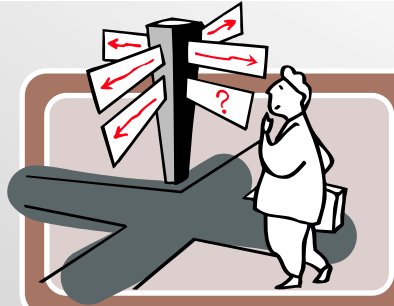
We recommend that the government permit the Social Enterprises to use the case study summaries and the snapshots to showcase their work, which would contribute to raising the profile of their organizations.



Government should measure the eligibility of social enterprises based on a set of defining characteristics.



Government needs to provide the supports necessary to enable SEs to develop logic models to guide their own data collection and reporting.



# Recommendations



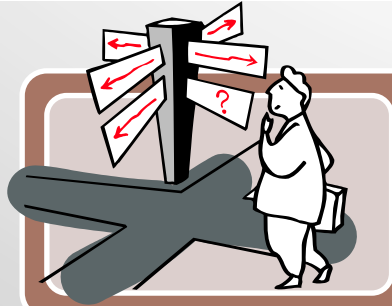
The Performance Snapshots, adapted from the Demonstrating Value project, developed for the enterprises as part of this study provide a valuable template for reporting on the successes and sustainability of social enterprises.



Provide social enterprises with interest free, repayable loans.



Enable learning opportunities for SE board member and staff.



# Recommendations



Provide access to financial and human resources to support capacity building and ensure the development of infrastructure to enable Social Enterprise to continue to thrive and grow.



Develop a government procurement policy that gives preference to social enterprise.

# Thank you!



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