



## Social entrepreneurs

Some people start up a business to help society rather than to make money. You still need the same characteristics and skills to start up a not-for-profit business.

A great example is *Orange Sky Laundry* which was set up by social entrepreneurs Nic Marchesi and Lucas Patchett. They developed, funded and implemented a solution to a social issue.



Another social business is *Pollinate Energy* which was founded by six young Australians. Alexie Seller is the CEO and one of the co-founders of this business.





July 2019

Year 7

Prepared by Chris Stone from EandB Education

## Finding out

- Working with a partner, use the internet to find out:
  - What does *Orange Sky Laundry* do?
  - How was it started?
  - How successful has it been?
- Watch the video about the launch of 'Lucky' in Perth on the OSL website at:  
<https://orangesky.org.au/where-we-are/perth/>

**Note:** Use an appropriate notetaking framework to record the relevant information about the business.

- Join with another pair to discuss:
  - What makes Nic and Lucas entrepreneurs?
  - What entrepreneurial characteristics have Nic and Lucas displayed?
- Share and compare your completed sentences with the other three people in your group.
- Go to *Pollinate Energy* website to find out about the story of this business established by these social entrepreneurs. Start at: <https://pollinateenergy.org/about/meet-the-team/cofounders/#story>
- Use the toolbar to explore the website to find:
  - the mission of the business and its vision
  - the issue that got the business started
  - the solutions that the business has developed
  - the impact that the business has had on the issue.

**Note:** Use an appropriate notetaking framework to record the relevant information about the business.

- In a group of four, discuss the entrepreneurial characteristics displayed by the founders of Pollinate Energy.





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- Complete the following sentences:
  - Social entrepreneurs are different to other entrepreneurs because they...
  - Businesses like Orange Sky Laundry and Pollinate Energy are 'valuable' to society because they....
- Use the information that you have collected to write the draft for a short podcast of 3 to 5 minutes that describes the work of either Orange Sky Laundry **OR** Pollinate Energy and your feelings about that social business.
- Record your podcast.



Economics Teachers' Association of  
Western Australia



## Teacher notes

### Purpose

This 'bite' aims to show examples of young Australian social entrepreneurs. Whilst not aiming to make a profit they share the same entrepreneurial characteristics as people who start up businesses aimed at making a profit.

### Prior knowledge

Students need to have been exposed to the following syllabus content before undertaking this 'bite':

- Characteristics of entrepreneurs, including the behaviours and skills they bring to their business

They also need to be familiar with the criteria used when selecting an appropriate note taking framework.

### Hint

The final activity can be changed to another format such as a written report or a post on a blog.

### Follow-up

The class could develop an item about Orange Sky Laundry and Pollinate Energy for publishing on the school website or in the school newsletter.

