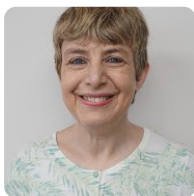


THE SOCIAL ENTERPRISE CHRONICLE

For a High performing, United and Accountable Federation

The official annual publication of the Social Enterprise Hub



Manuelle Hurwitz
Director, Institutional Delivery

Dear Reader,

At this time where many of Member Associations around the world are still facing major disruptions due to the Covid-19 pandemic, we could be forgiven to focus our attention on looking to the future rather than reminding ourselves of the past year. Yet, while 2020 tested our resilience as organisation and individuals, it also gave us much to be proud of in terms of transforming challenges into opportunities for innovation and change. Nothing could better illustrate this than the Social Enterprise Acceleration Programme (SEAP) which, although having to re-programme some of their key activities, was able to achieve a great deal, not least supporting MAs on digitalization and developing free online tools and an E-Commerce site.

In addition, using their expertise in business resilience and sustainability, the Hub was able to provide much needed support to MAs facing severe impairment of their operations due to lockdowns, closure of clinics and reduction in clients.

This expertise will continue to be shared in 2021 and the ability for MAs to adapt their service delivery models and sustain essential services will be the focus of future SEAP grants. As new sponsor from the IPPF's Director Leadership Team, I look forward to working with the Hub in their critical role, increasing the reach and visibility of their activities and looking to consolidating their place in an MA-centred Federation and in the development of IPPF's next strategic framework that will be launched in 2022.

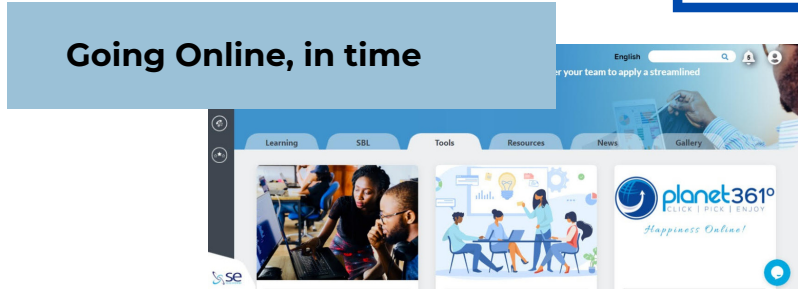
INFORMATIVE LINKS

- Slack
- Project Stories
- IPPF MA forum site
- se
- ABOUT SEAP
- Business Models
- Know Your SE Questionnaire
- SE Mapping Report
- Consultants' Database
- RA tool
- Workplace IPPF
- planet361°
- BP tool
- Social Enterprise Hub Workplace
- SE Academy
- Learning Review Report



Click on this icon to read full article

NEWS UPDATES



The COVID-19 pandemic has rapidly and dramatically altered the state of business worldwide. The enforcement of social distancing, lockdowns and other measures in response to the pandemic has led staff to switch to digital platforms to fulfil their job roles and capacity building. Similarly digital marketing has been instrumental in fulfilling consumers needs.

The IPPF Social Enterprise Hub launched the website – Social Enterprise Academy, a knowledge sharing and learning platform for IPPF Member Associations’ to learn relevant, real-world skills on essential disciplines of building a business/social enterprise and also hosts an online store.

Social Enterprise Academy: Starter Business tools, a collection of Resources, SE related News and more are available to you after a quick registration process that takes less than a minute.

Readiness Assessment Tool: This tool helps the user/team to logically, systematically assess enterprise readiness and the Association's capacity to commence a new social enterprise/income-generating business model or scale up an existing business.

Business Plan Tool: Enables the formation and generation of a comprehensive business plan, including financial analysis, thereby automating the business plan documentation process of your organization. It helps save money and time as you work to get your business off the ground.

Register today and benefit from a wide range of SE related tools and knowledge.

Launch of Online Store - For IPPF MAs

The SE Hub's online store is found on <https://planet361.com/>

For every IPPF MA, SRHR delivery is its core mission and up until now, for most MAs, product and service delivery has taken the more traditional route of offline marketing. The COVID-19 pandemic reiterated the necessity and importance of Reproductive health care and the need to find alternative service delivery mechanisms to ensure continuity of product and service provision to those in need.

The SE Hub's online store is a game-changer and would enable access to the MA country's mass market at an affordable price, whether it's for products or services. It's a direct digitalized medium for income generation, free to use for MAs to have their own dedicated webpage to sell and market their products and services. Features for training, DHI, and advanced report generation will be integrated soon.

If you are interested in having your own and country specific online store/webpage, please write to seap@fpasrilanka.org

NEWS UPDATES

Online Events & Webinars



The Hub conducted multiple capacity-building webinars to support and educate MAs on different aspects of social enterprising. Click below to read about some of the sessions covered.

- [IPPF - Diversifying & Digitalising your Business](#)
- [IPPF - E-commerce 101](#)
- [AWR - SE awareness & virtual training session](#)
- [ESEAOB - Social Enterprising & online resources](#)
- [ACR - Knowledge sharing on Digital Health/Telemedicine](#)

Look back

Global Social Enterprise Internship 2019



Delegates share their experience of the 4-week SE workshop held in 2019 at FPA Sri Lanka. Click below to access the videos.

- [Testimonials](#)
- [Internship Highlights](#)

SE Hub: Learning Review & Report

The 'Learning Review' was carried out between August and September 2020. Staff from MAs, ROs, CO and the SE Hub who have been involved in the first two years of the SEAP were invited to participate in the review. Through a survey approach, the learning review aimed to gather far-ranging feedback and learning on the support provided by the SE Hub, the expectations of the SE Hub, the application of knowledge and changes implemented by MAs, as well as feedback on the approach, which is aligned with IPPF's MA-centric approach for programming. The findings and recommendations will inform potential adaptations to the activities, processes, and structure of the SE Hub.

Click [here](#) to download the full report.

Product & Marketing Collaborations

SE Hub, FPA Sri Lanka, AWRO and AMPF



The SE Hub managed the collaboration between all teams, extended administrative support, and technical consultation related to the study, readiness assessment, business planning and budgetary management.

Read about this enterprising solution to a sexual health need [here](#).

COMMUNICATION INITIATIVES

IPPF Workplace

The 'IPPF Social Enterprise Hub', page on Workplace is dedicated to Social Enterprise. This is an open group that enables you, once a member, to share/have access to social enterprise-related news, events and updates.

[Join](#) this dynamic forum and be connected!

Technical Assistance: Ongoing focus



At the start of 2020, the SE Hub had worked with 17 MAs (of which the Hub was still actively supporting 13 MAs) with social enterprise business models at various stages and some with a positive trend, a few trying to break-even and others facing internal and external obstacles. Over the course of the year, coupled with unwavering efforts from the regional SE focal points, ten more Member Associations have been added to the list of countries supported by SEAP and the Hub.

The unexpected breaking away of WHR and the new structure of the regions' countries that remained with IPPF also provided opportunities for the Hub to work directly with the ACR MAs. They were keen to keep their focus on SE or explore new ideas. (Earlier the Hub's reach and working relationship with WHR MAs was limited due to WHR having their own SE programme).

Considering that last year was also the height of the pandemic and many operational challenges were encountered, this many new MAs looking to start or grow on their social enterprise/income generation related activities is a hugely positive sign. In addition to this optimistic focus from the MAs, the Hub was also able to adapt its operating model to the COVID-19 circumstances.

To read further, click [here](#).



Annual Newsletter

The annual e-newsletter highlights the SE Hub's global activities and impact, training programmes and events, new developments and showcases opportunities for engagement within the Federation.

Click to read



The third edition is before you.

COMMUNICATION INITIATIVES

'Aspire to Inspire' SE stories at a pictorial glance



A social enterprise promotes sustainability through self-income generation, where surplus can be reinvested for growth and more importantly directed towards serving the community.

Through a 'Picture Snapshot series' in 2020, the SE Hub showcased MAs and the different types of social enterprise ventures they are engaging in.

These comprise both SRH and non-SRH business lines which engage with and serve the community.

We hope these stories inspire you to consider exploring an SE idea in your own MA.

Read the stories [here](#).

'Getting2Know SE: Q&A series'



Getting 2 know SE | Eshafie Muhammed Ali
Executive Director: The Sudan Family Planning Association (SPPA)



This candid and informative series featured individuals involved or supporting Social Enterprising (SE) in IPPF (covering MAs, ROs and CO).

This feature provided more insight and information into Social Enterprising as seen from the perspective of key stakeholders who have driven and led their teams to do well in SE, colleagues at the forefront of exploring an SE idea, individuals who are initiating the concept of SE in their own MA and CO/RO staff who are advocates for expanding Social Enterprising within the Federation.

Click to read



In 2021, we will launch a revamped series titled "In Focus - SE Changemakers" and we look forward to showcasing IPPF SE champions!

UPCOMING ACTIVITIES

Below are some of the upcoming initiatives that you can look forward to, as well as key activities that the Social Enterprise Hub is planning to focus on this year:

- **Seed grants** for social enterprise/earned-income ventures. A global call for applications will be circulated in March 2021.
- Launch of the SE Hub developed **E-Commerce business platform**. MAs' can use the site to market and sell their products and services.
- Roll-out of a **custom-designed capacity-building curriculum** that also integrates the available online SE tools.
- Global and regional **business-themed Webinars/Virtual training sessions** to enhance knowledge on running an enterprise.
- **Global SE Internship Workshop**: a virtual capacity building workshop to inculcate, coach, and enhance entrepreneurial knowledge and skills.
- Website, content upgrades and **roll-out of the online tools** (SE Academy, Readiness Assessment tool, Business plan tool) in **all IPPF languages**.
- **Mapping the SE expertise** across the Federation. An information-gathering exercise and analysis of staff with entrepreneurial/business skills and knowledge who are willing to support IPPF's SE endeavours.
- **Customized technical support and consultancy** for new SE concepts and ideas that MAs are keen to explore and initiate.
- **Formulate an effective global SE strategy** and any **revisions to the programme operating model** in collaboration with CO and RO working group members.
- **Create visibility and enhance awareness** of SE champions and well-progressing business models to inspire teams and individuals across the Federation.

We look forward to hearing your views on our 3rd issue of 'The Social Enterprise Chronicle' as well as on 'The Social Enterprise Acceleration Programme (SEAP).

Do you need assistance for your social enterprise? Is there an SE idea that you like to explore?

If yes, do reach out to the **SE Hub** or to your **Regional Social Enterprise contact person** listed below.

International Planned Parenthood Federation
Africa Region
Gallianne Palayret
gpalayret@ippfaro.org

International Planned Parenthood Federation
Arab World Regional Office
Reem Marji
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European Network
Lena Luyckfasseel
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International Planned Parenthood Federation
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