



CHALLENGES, BARRIERS AND SOLUTIONS

Train the trainers

01. Challenges and barriers for social business

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Challenges

Companies whose aim is to become more socially responsible face a range of challenges.

They strive to integrate social and environmental considerations into their culture and daily operations.



Challenges that social business faces:

Resistance to change

Organizational culture often resists change, especially if the organization has a deeply entrenched culture that prioritizes profit above all else.

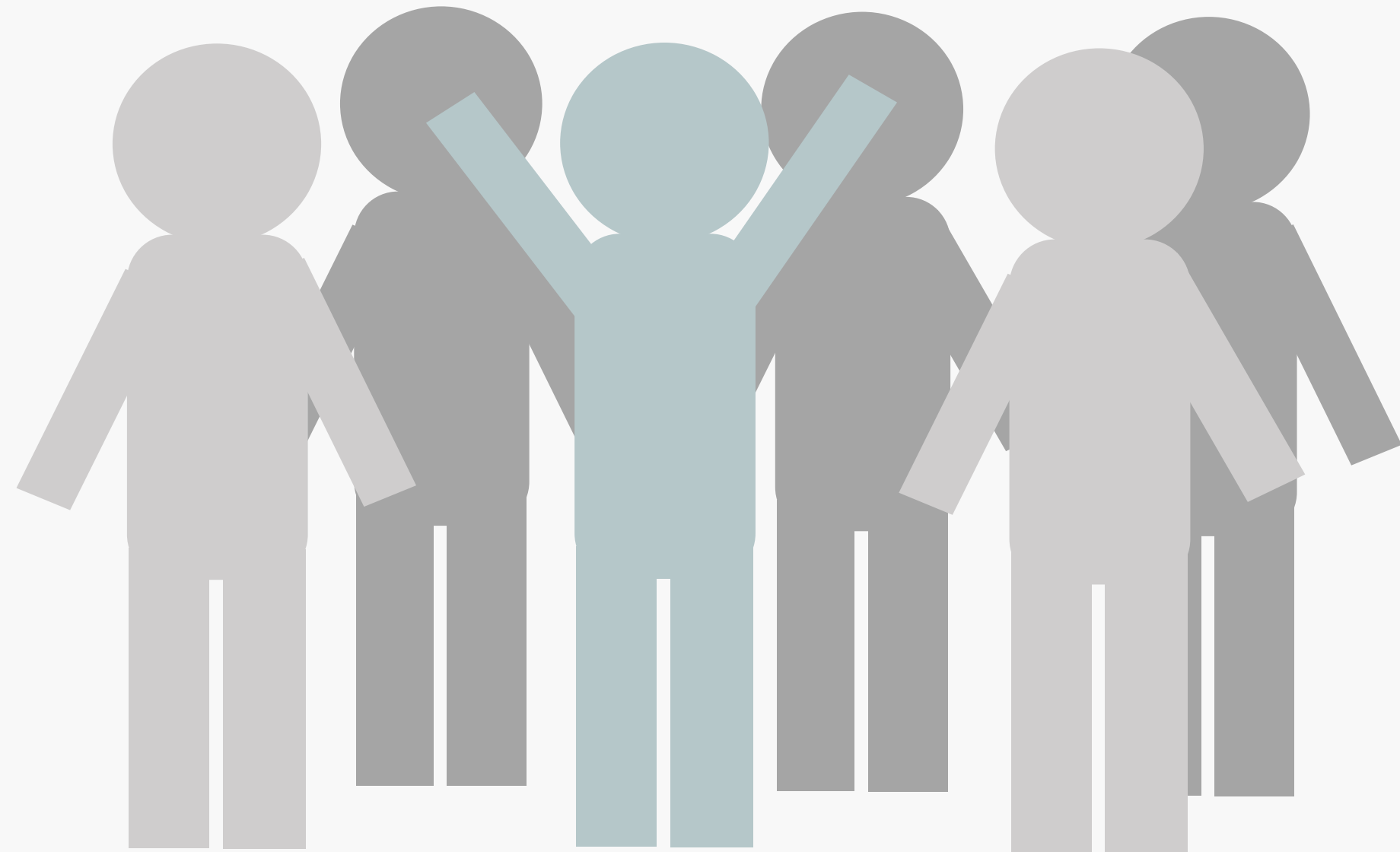
Shifting towards a socially responsible business model may require challenging existing norms and values, which can face resistance from employees and leadership.

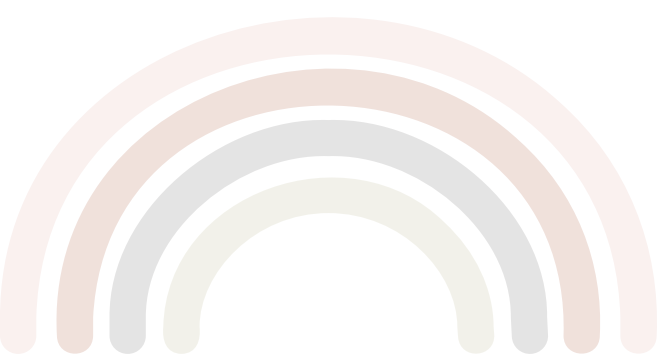


Challenges that social business faces:

Pure leadership

Leaders must champion the importance of social responsibility and lead by example through their actions and decisions.



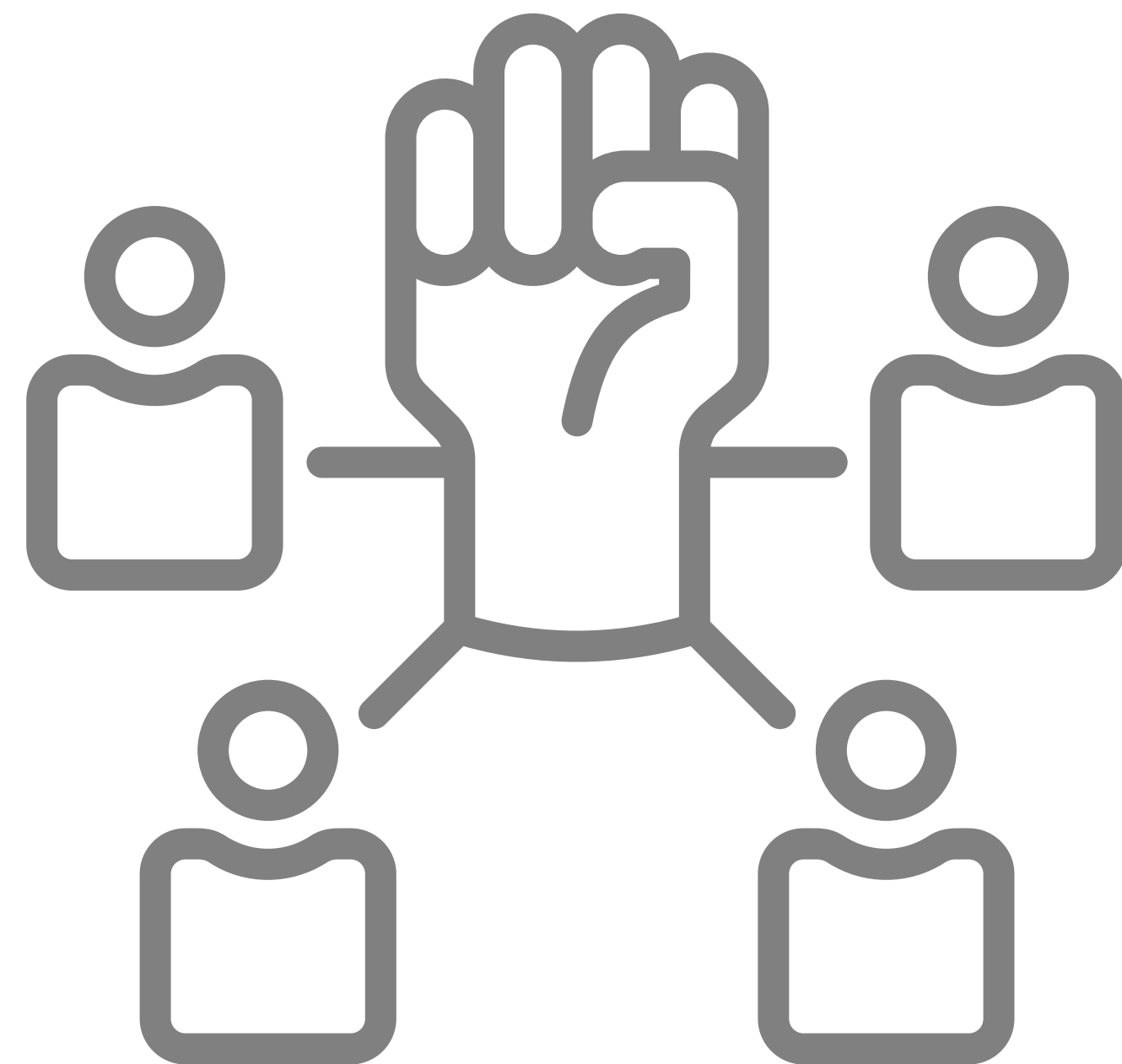


Challenges that social business faces:

Employee Engagement and Empowerment

Without meaningful opportunities for employee engagement and empowerment, efforts to promote social responsibility may lack grassroots support.

Employees who feel disconnected from decision-making processes may be less motivated to embrace social responsibility initiatives



Challenges that social business faces:

Lack of accountability and transparency

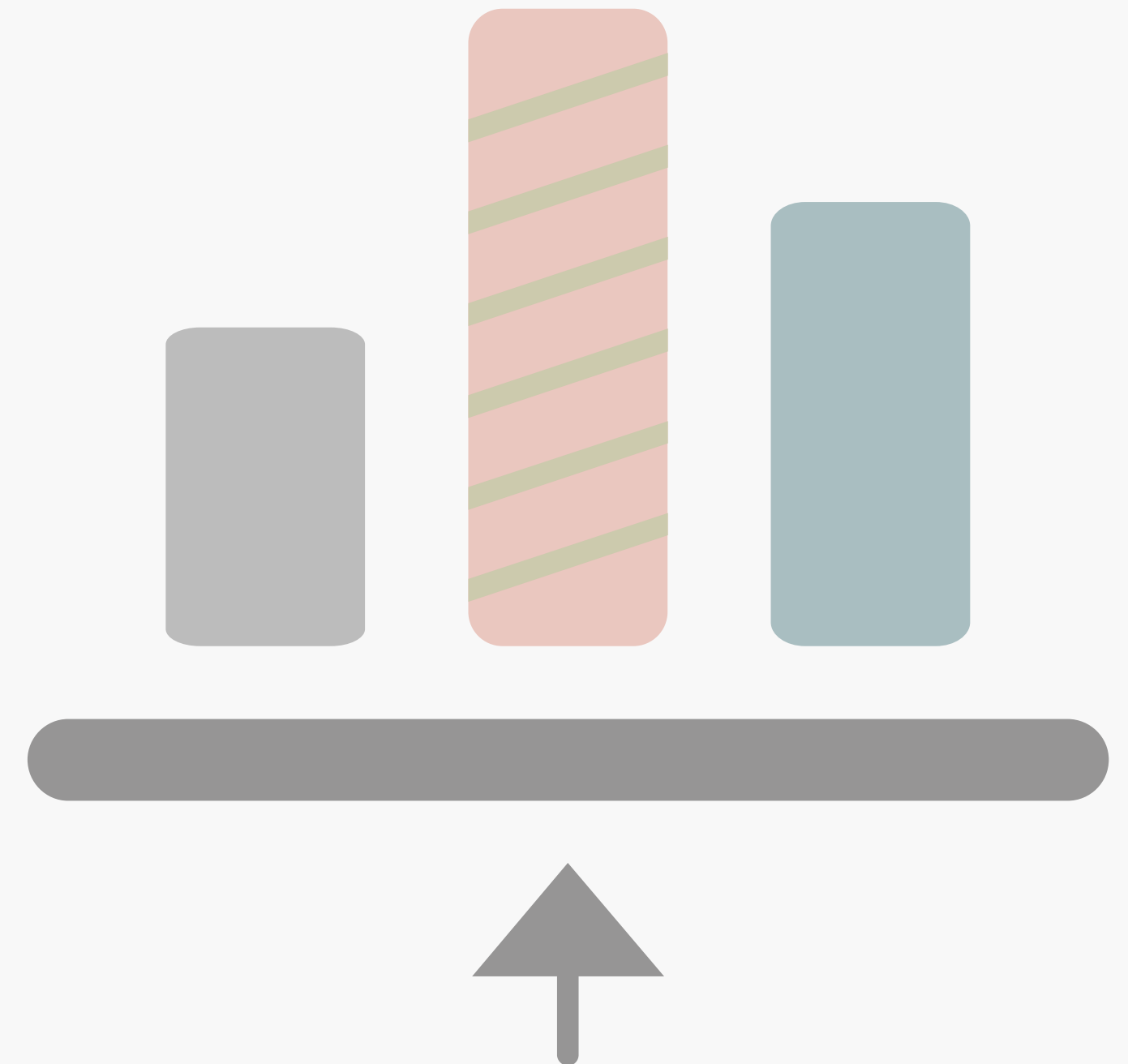
Without clear accountability mechanisms and transparent reporting processes, it can be challenging to hold individuals and departments accountable for advancing social responsibility goals. This lack of accountability can undermine efforts to foster a culture of social responsibility.



Challenges that social business faces:

Inconsistent Values Alignment

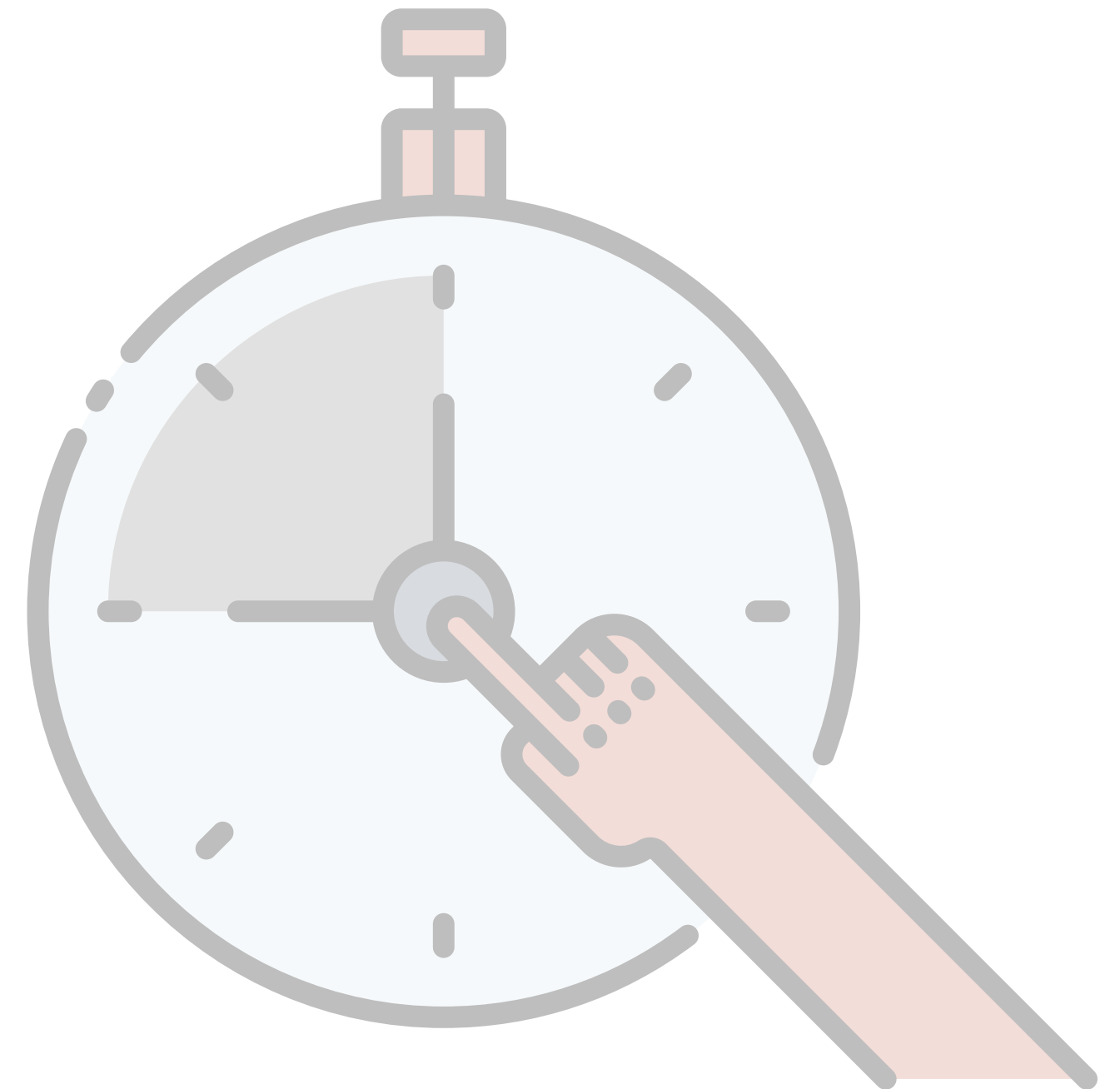
If the company's stated values and mission do not align with social responsibility principles, there can be a disconnect between rhetoric and action. Employees may become sceptical if they perceive a lack of genuine commitment to social responsibility from leadership.



Challenges that social business faces:

Short-term focus

Companies driven by short-term financial goals may prioritize immediate profits over long-term investments in social responsibility. This short-term focus can hinder efforts to embed social responsibility into the organizational culture and decision-making processes.



Social business has not only to think about challenges but sometimes it faces barriers that have an impact.

These could be strategic, financial, operational external or market.



Group work

Think about
practical
example from
your region



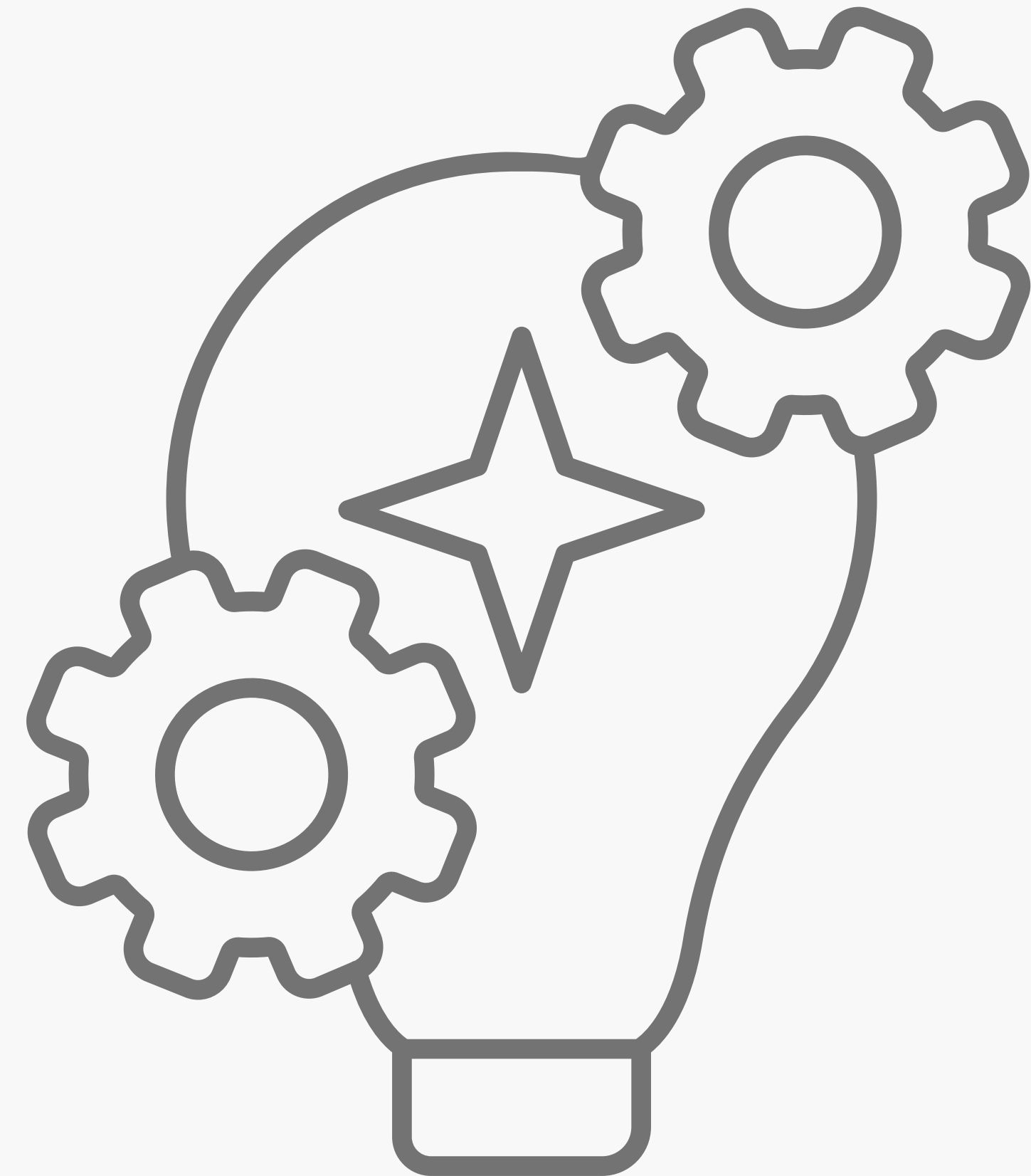
For discussion:

What kind of strategic and financial barriers do social businesses faces?



There are some type of barriers for social business to overcome:

1. A balance between pursuing social and environmental goals while remaining financially viable is crucial for social business. Organizations must navigate the tension between maximizing profits and fulfilling their social responsibilities.



There are some type of barriers for social business to overcome:

2. Access to capital and funding.
Companies must seek out investors who are aligned with their values and objectives or explore alternative sources of funding, such as impact investing or social finances.



There are some type of barriers for social business to overcome:

3. Legal and regulatory constraints.
Socially responsible businesses may encounter regulatory and legal barriers that hinder their ability to implement certain initiatives or practices.

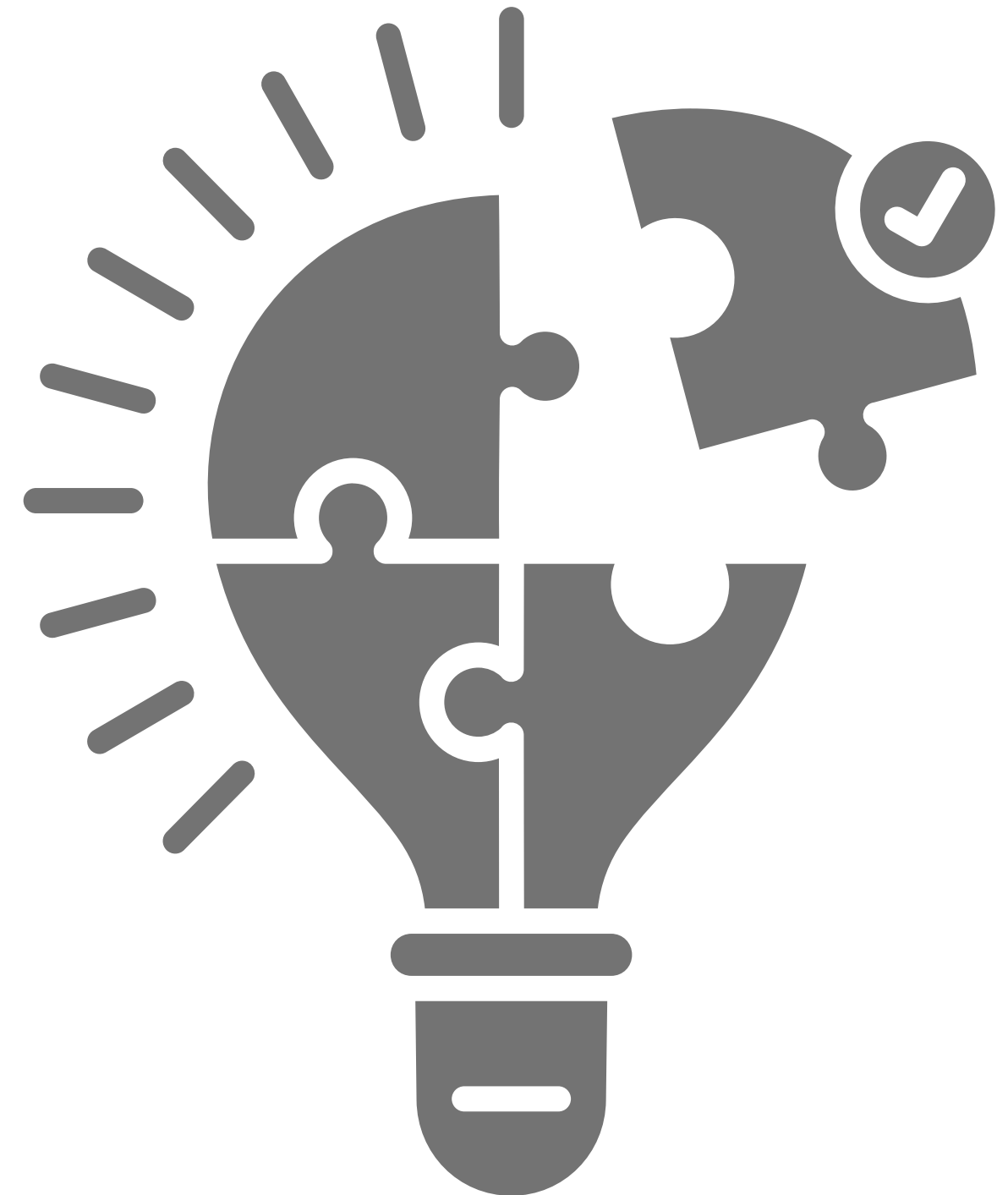


There are some type of barriers for social business to overcome:

4. Competitive pressure. Companies must differentiate themselves through their commitment to social responsibility and demonstrate the business case for investing in social and environmental initiatives.



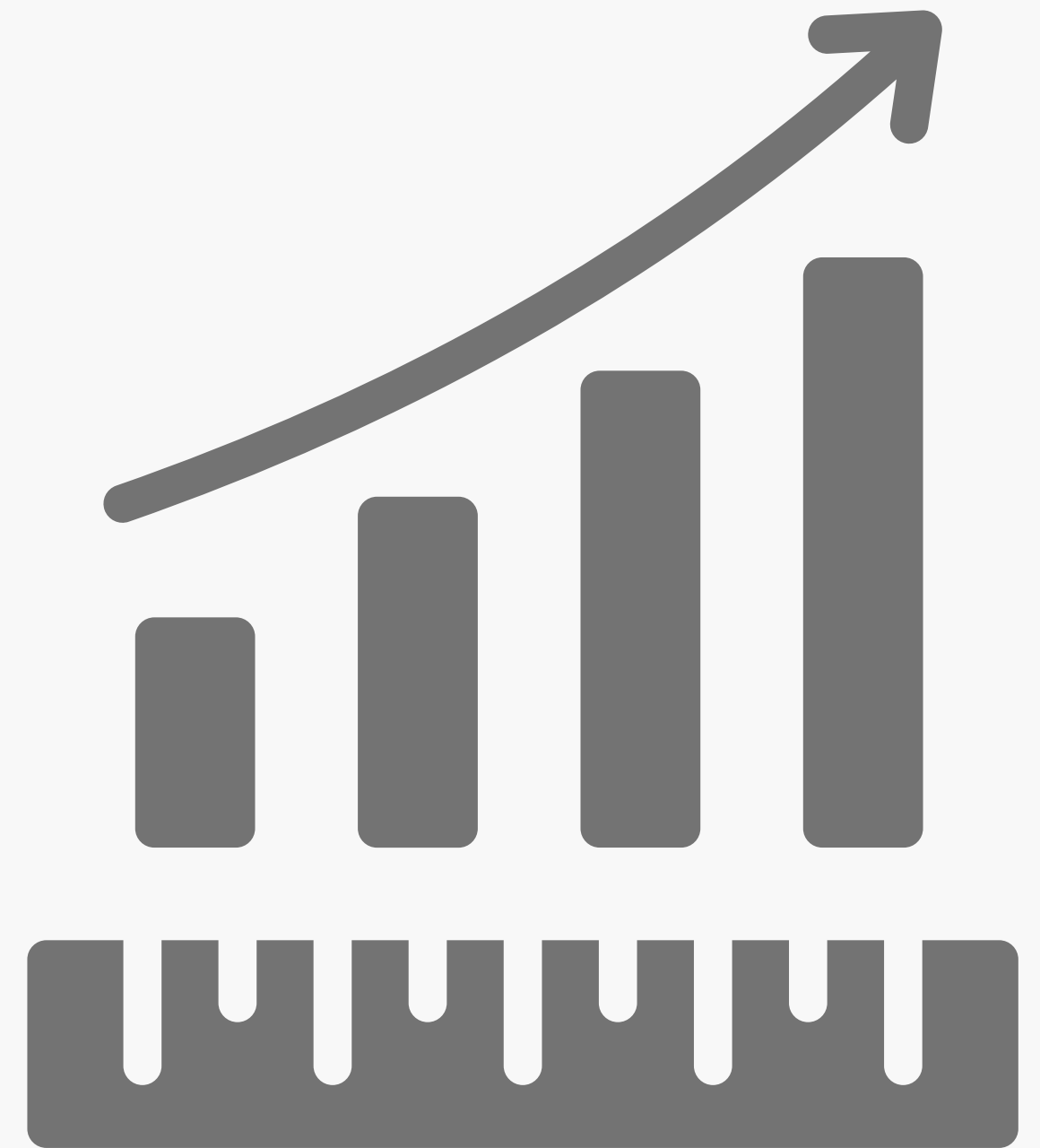
The challenges mentioned above require a comprehensive approach that involves strategic planning, operational excellence, stakeholder engagement, and a commitment to long-term sustainability.



Solutions for social business to overcome challenges:

Measuring social impact

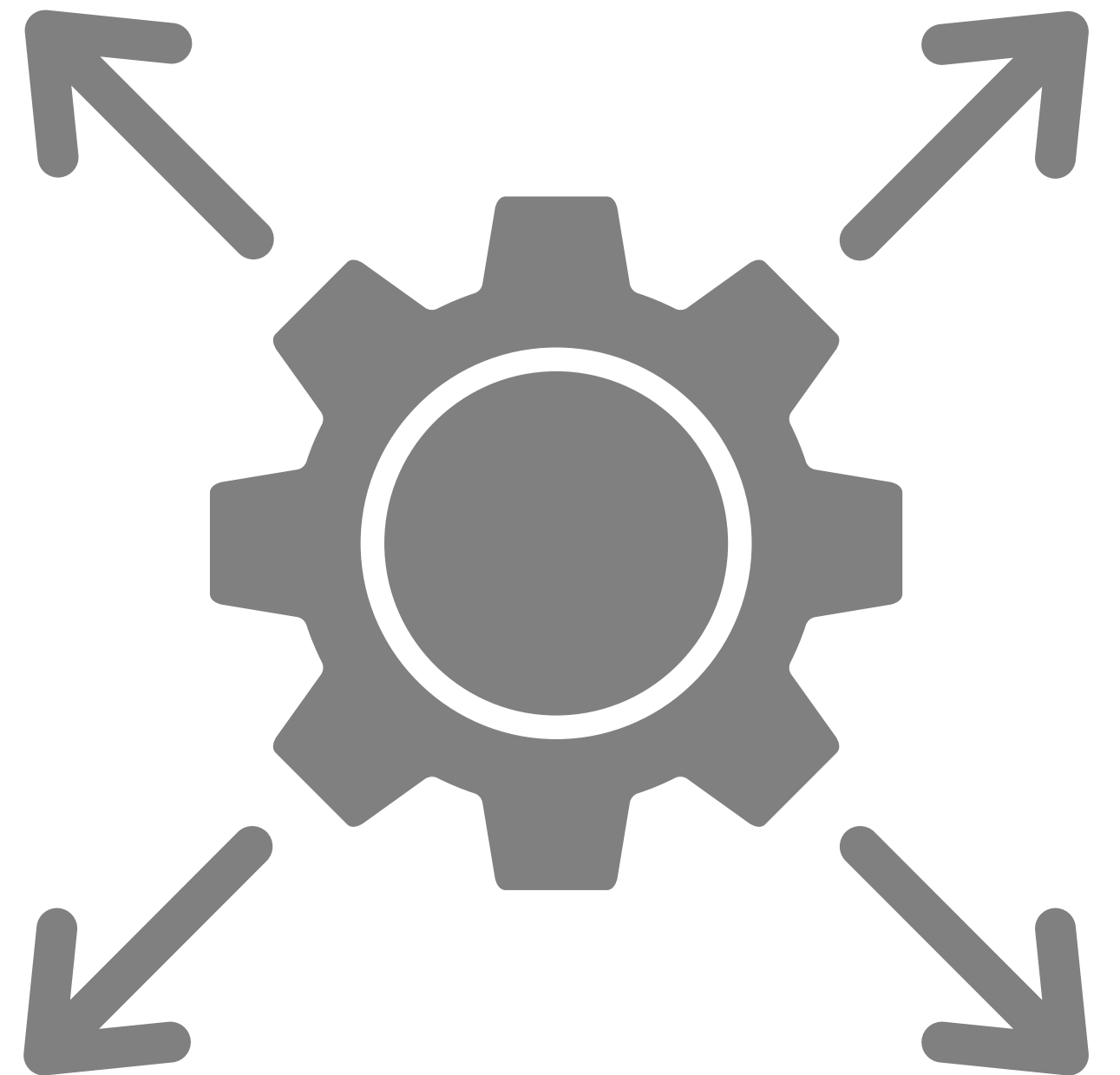
Develop measurement frameworks to assess and communicate their social impact effectively



Solutions for social business to overcome challenges:

Scaling social impact

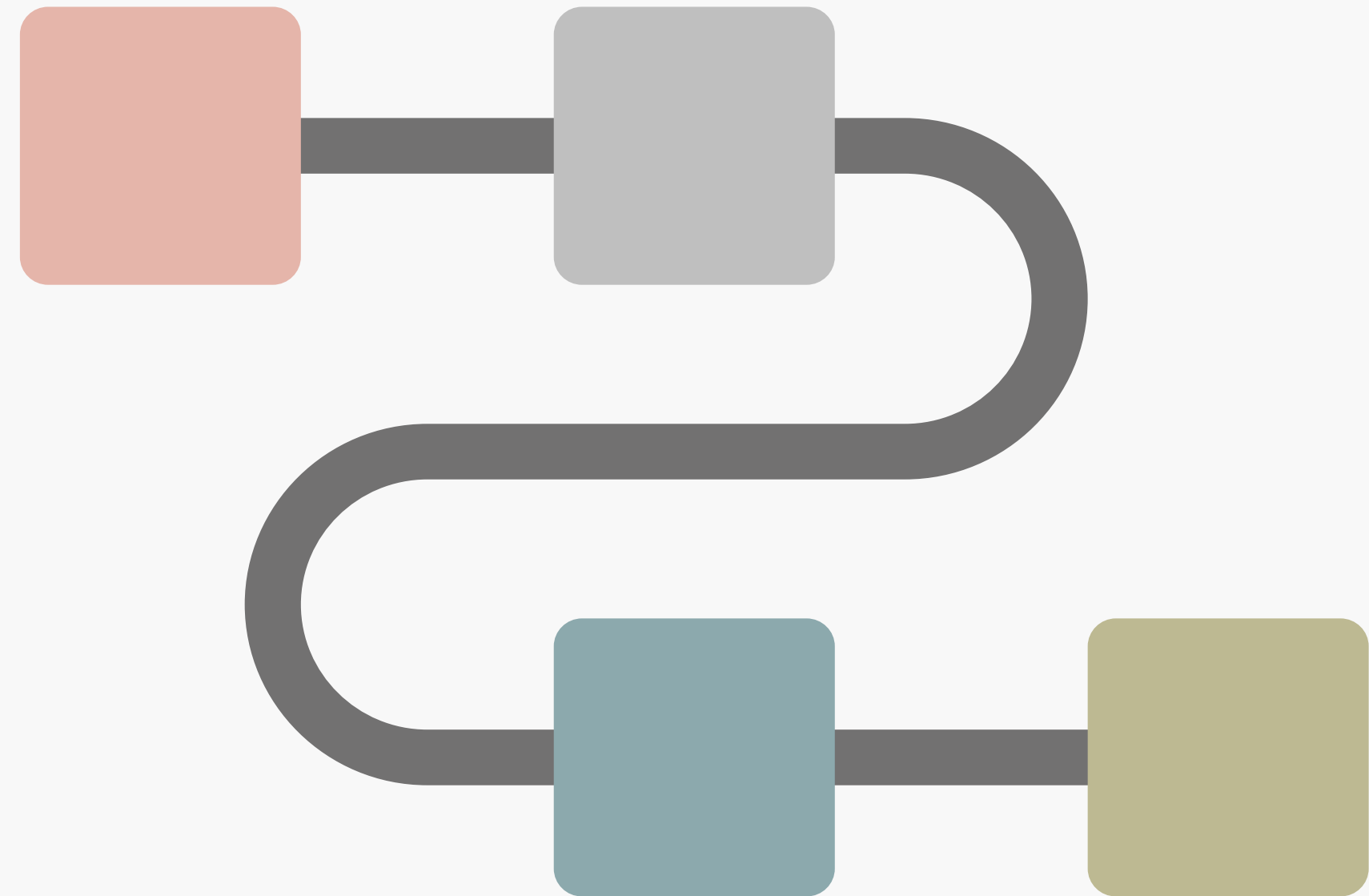
Identify strategies for scaling their impact while maintaining the integrity of their social mission and ensuring that their initiatives are sustainable and replicable.



Solutions for social business to overcome challenges:

Manage supply chain

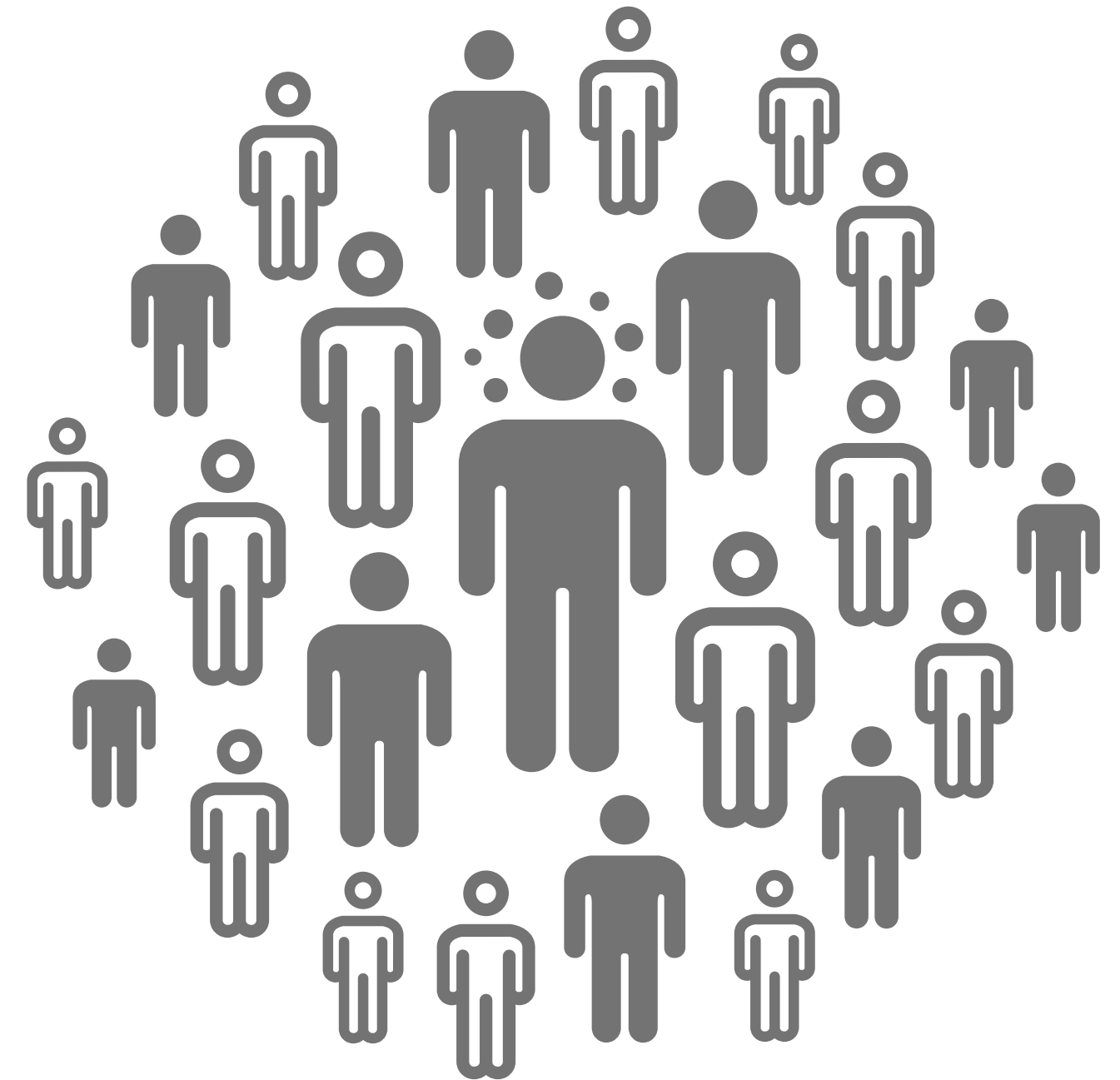
Companies must ensure that their suppliers adhere to ethical labour practices, environmental standards, and other social responsibility criteria, which may require increased transparency and oversight.



Solutions for social business to overcome challenges:

Education and awareness raising

Organizations must invest in marketing and communication efforts to raise awareness and communicate their commitment to social responsibility.



Conclusions:

Addressing challenges requires a comprehensive approach that involves strategic planning, operational excellence, stakeholder engagement, and a commitment to long-term sustainability.

THANK YOU