

The Melting Pot and ROS FM, two examples of cutting-edge Social Enterprises

SICAP Case Study 2023

LDC:	Roscommon LEADER Partnership
Lot No:	Roscommon County (30-1)
Thematic Focus:	Goal one – Social Enterprise support provision.
Target Audience:	LCDC, POBAL, Department, ILDN, General Public
Future Use:	On appropriate websites and small snapshots for social media Video Link: Roscommon LEADER Partnership SICAP Video Case Study
Video Link:	

Rationale

We highlight Ros FM and The Melting Pot as two cutting-edge social enterprises that have benefited from Social Inclusion Community Activation Programme (SICAP) assistance. They are both committed to creating positive social change and tackling issues of inequality and injustice within the county. SICAP uses a variety of strategies to empower people and create meaningful, lasting impact in their respective communities. Both Social Enterprises also promote social inclusion, creating opportunities for people from diverse backgrounds.

The case study highlights the long-term nature of community work from 2018 to 2023 and highlights the importance of a community development strategy in fulfilling SICAP's social inclusion objectives. This case study illustrates how SICAP supports social enterprises, how volunteers can leverage the experience they gain from volunteering and participating in Tus schemes to advance their careers. The importance of volunteering and participating in Tus schemes for career development is evident from this. In addition, volunteering and participating in these schemes can help social enterprises to grow, develop, and make a positive contribution to society. Furthermore, the knowledge and skills gained through volunteering can also be applied to other areas of life.

The significance of SICAP, which offers resources and support to social enterprises, is also emphasised. As shown in this case study, the SICAP programme is an effective tool for leveraging additional resources and has been shown to be an effective way to achieve this. Through its support, it encourages creative problem solving, and it contributes to the development of a more inclusive society by promoting the development of social enterprises.

In Co. Roscommon, the programme has been successful in providing a platform for innovative solutions to social issues. It has also enabled many start-ups to access additional funding and resources. This has had a positive impact on the social and economic landscape of the region, helping to drive economic growth and improved quality of life. Overall, the SICAP programme has been successful in achieving its goals.

Lastly, it shows the potential of social enterprises to contribute to the development of individuals and their careers. This can be done by providing meaningful jobs and career paths for those who have been marginalised by the traditional job market. Additionally, social enterprises can create a safe and supportive environment that encourages growth and development.

This can not only contribute to a more equitable and just society, but also provide economic opportunities to those who may have never had them before. The role of social enterprises in social change and in bringing good to the world is undeniable.

Challenges

The two social enterprises showcased provide community services and encourage social inclusion in the context of the need to generate revenue. While they offer unique opportunities to address social issues and create positive change, they also face several challenges. Some of the main challenges include:

1. **Dual aim Alignment:** It might be difficult to strike a balance between the requirement to create income and the aim of providing social and community services. The support of SICAP has proven to be a crucial resource in this regard for both of the social enterprises featured. They must establish sustainable business models that allow them to achieve their social objectives while being commercially viable.

2. **Limited Resources:** This can make it harder for them to have a bigger effect or to spend money on the infrastructure and marketing they need. The SICAP team's leveraged resources under the Dormant Accounts Social Enterprise fund helped both social companies expand.
3. **Measuring Impact:** Demonstrating and measuring the social impact of a social enterprise can be complex. Unlike traditional enterprise that primarily focus on financial metrics, social enterprises need to track and evaluate their social outcomes effectively.
4. **Sustainability:** Ensuring the long-term sustainability of a social enterprise is vital. Over-reliance on government funding or donations can be risky, as funding may fluctuate, affecting the social enterprise's ability to fulfil its social objectives.
5. **Regulatory and Legislative requirements:** The two social enterprises highlighted must deal with difficult regulatory frameworks, including those of the Broadcasting Authority and Environmental Health, to name some of them. It can be difficult to create the ideal legal framework because there are not always legal mechanisms that take social effect and financial sustainability into account.
6. **Public Awareness and Perception:** Building awareness and gaining public trust can be difficult for social enterprises. Many people may not be familiar with the concept, and there may be misconceptions about the organisation's motives or effectiveness.
7. **Human Resources and Talent:** recruiting and retaining talent that shares the social enterprise's passion and vision can be a challenge. Wages may not always match what candidates can receive in the private sector, also funding wage demands including meeting the requirements under the minimum pay legislation are challenging
8. **Effective volunteer management and development** is difficult given the limited resources available. Amazing effort is put in by both social enterprises in terms of their passion to volunteering.
9. **Scaling Impact:** Expanding the reach and impact of a social enterprise is often a complex process. Scaling while maintaining quality and impact requires careful planning and execution.
10. **Partnerships and Collaboration:** Social enterprises need to collaborate with various stakeholders, including governments, NGOs, and the private sector. Building and managing these partnerships can be demanding.

Despite these challenges, both social enterprises also have distinct advantages, such as the potential to attract mission-driven employees, volunteers and benefactors. By addressing these challenges proactively and creatively, both social enterprises can increase their chances of creating meaningful and sustainable change.

Learning

The following factors have been emphasised as being crucial for effective teamwork, especially in the context of programmes that build social enterprises. Let us examine each of these essential lessons in detail:

1. **Openness and Good Communication with Mutual Respect:** Effective communication is the backbone of any collaborative effort. Being open and transparent in sharing information, ideas, and concerns fosters trust among partners. Mutual respect ensures that each stakeholder's perspective is valued, leading to a more inclusive decision-making process.
2. **Overcoming Obstacles Collectively:** Obstacles and failures are a given in social entrepreneurial environments. A collaborative approach entails identifying setbacks and fixing them jointly rather than placing blame. As a result, the team is better able to adapt, learn from its mistakes, and come up with solutions.
3. **Compliance with and adherence to criteria:** In settings where social enterprises are present, both the social enterprise and the volunteer or Tus scheme participant may have particular requirements or restrictions. Respecting and recognising these differences are essential to finding common ground and ensuring that each partner may successfully contribute.
4. **Understanding the needs of the SICAP Target Groups:** For interventions to be successful, it is essential to keep in mind the goals and needs of the target groups. A thorough awareness of their culture, history, and viewpoints makes it possible to create initiatives that are uniquely adapted to their requirements and successful.

5. **Interpretation and Translation for Effective Communication:** In social enterprises involving diverse stakeholders, clear communication is crucial. Interpretation and translation services bridge language barriers, ensuring that everyone can fully engage and contribute to discussions and decision-making.

By incorporating these principles into collaborative approaches, social enterprises can foster a more inclusive and impactful environment. Emphasising respect, communication, and understanding enables partners to work cohesively towards shared goals and create meaningful change.