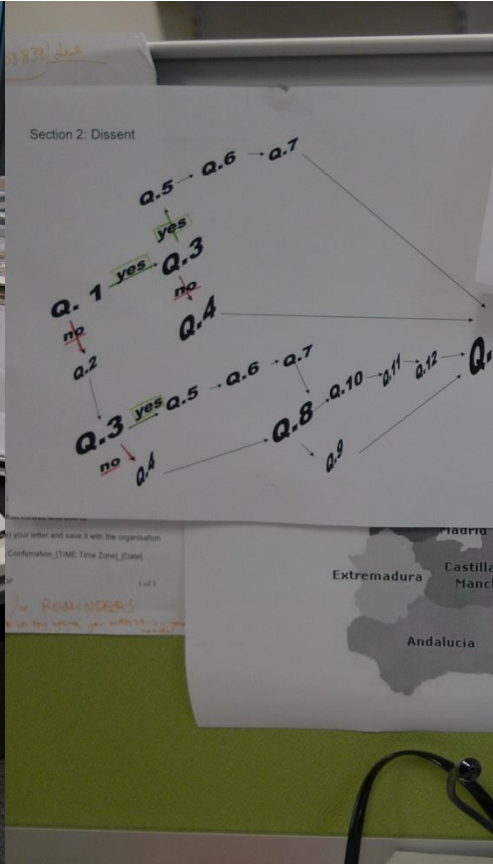
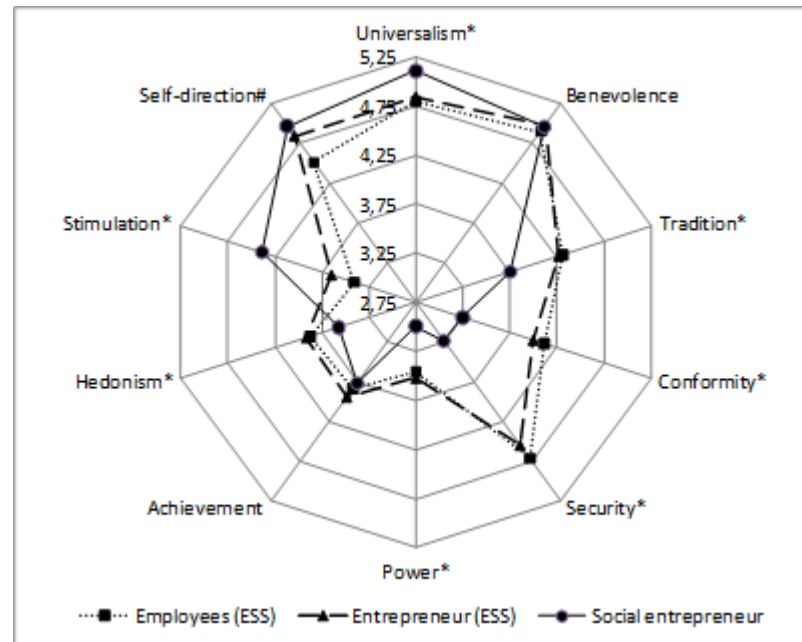


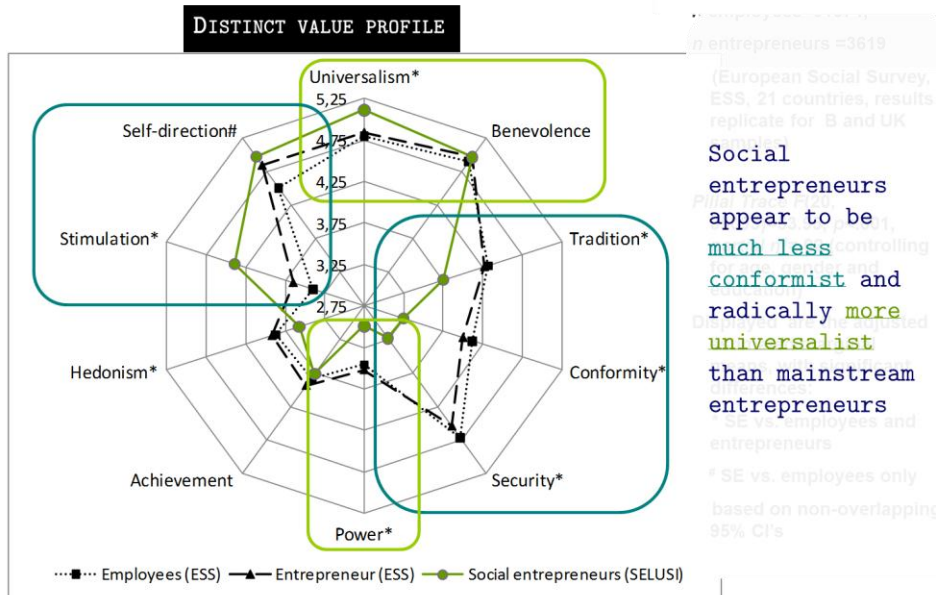




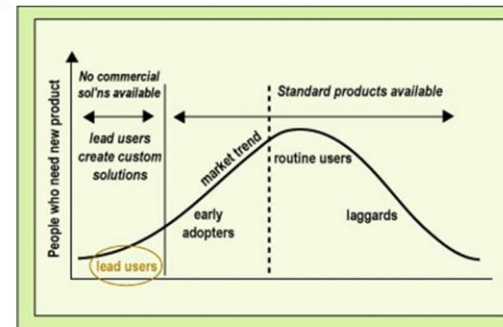
The figure below contrasts the value profile of the social entrepreneurs that took part in an action-oriented experiment, with the value profile of comparable samples of, respectively commercial ventures and employees (drawn from the European Social Survey).



WHY TAKE A SPECIAL INTEREST IN SOCIAL ENTERPRISES?

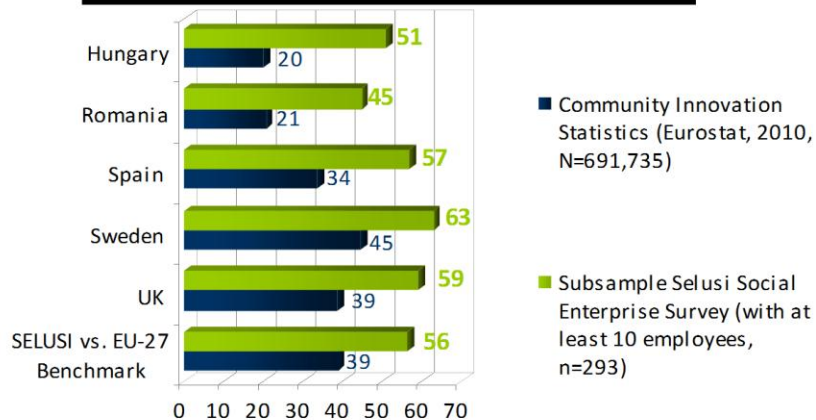


IDENTIFY AND RESPOND TO CONSUMER NEEDS



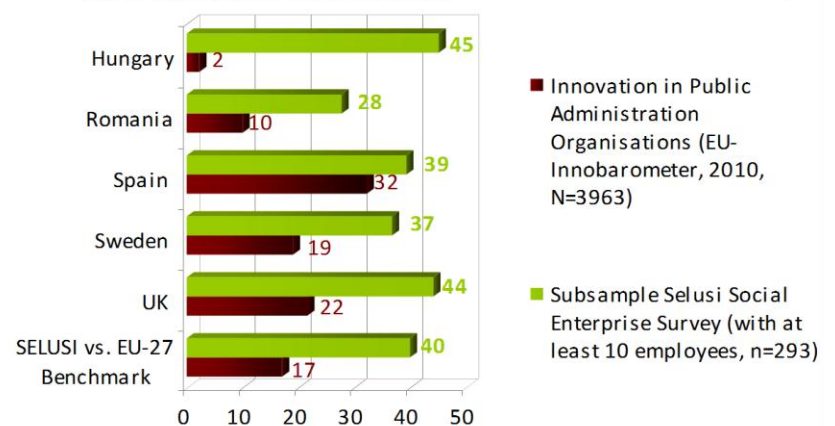
MUCH BEFORE THE BULK OF THE MARKETPLACE DOES

SOCIAL ENTERPRISES ARE MORE RADICAL INNOVATORS



THAN TRADITIONAL, COMMERCIAL ENTERPRISES

SOCIAL ENTERPRISES ARE MORE RADICAL SERVICE INNOVATORS



THAN PUBLIC ADMINISTRATION ORGANISATIONS

