

Advised by: 經濟部中小企業處 SMAIL AND MEDIUM ENTERPRISE ADMINISTRATION





























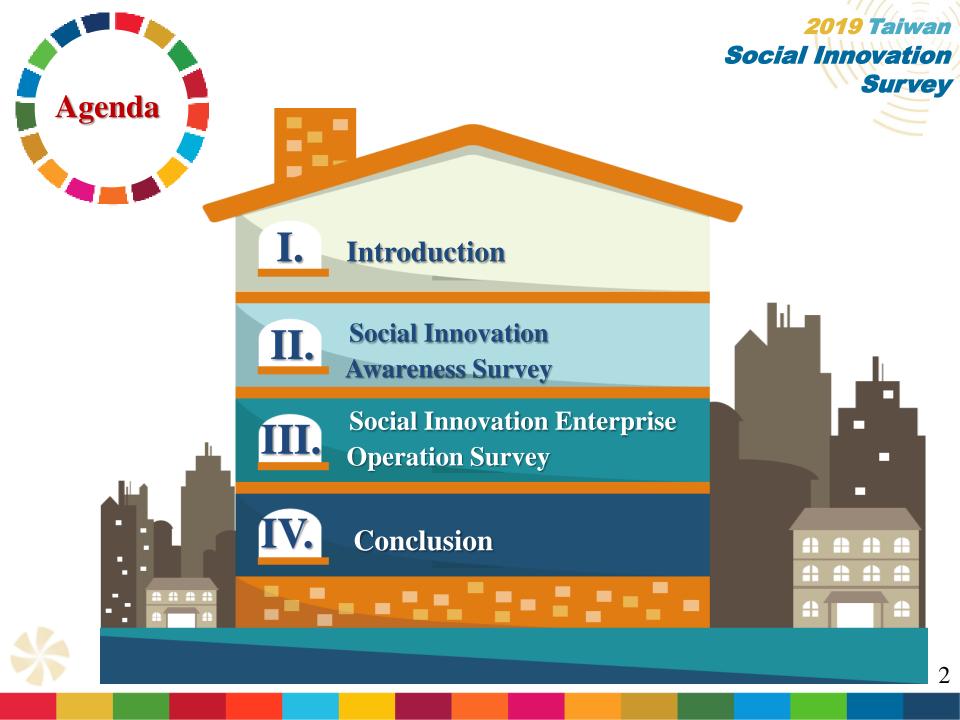












Social Innovation

I. Introduction



Social enterprises, in recent years, have received international attention. The public and private sectors in Taiwan have also actively participated in this trend and surveys on people's awareness have been conducted in 2015 and 2017, respectively.

In response to the 2015 UN Sustainable Development Goals (SDGs) and Taiwan's adoption of the Social Innovation Action Plan in 2018, the survey this time included relevant questions. This year (2019), the Social Innovation Survey conducted surveys on both the public and social innovation enterprises in order to understand the awareness of the general pubic, and the current operational status of related organizations.

Awareness Survey on the General Public



- Subject
- Survey Design

- **■** Sampling Design
- **Effective Sample Size**

People over the age of 20

- Social Enterprises
- Social Innovation
- SDGs

Nationwide residential telephone numbers are adopted as the population to conduct stratified random sampling, and variables such as regions (counties and cities), and age distribution are controlled.

2,144

Operation Survey on Enterprises



Organization owner or chief manager, with 65% companies and 35% NPOs.

- **■** General Information
- SDGs
- **■** Management and Operational Status
- Operational Challenges and Needs

All **561** social innovation organizations in Taiwan.

297



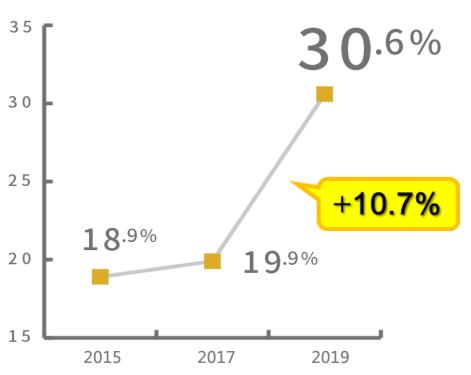


II. Awareness Survey (1/7)

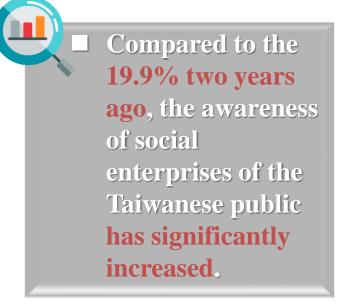


1. Social Enterprises (1/3)





Awareness comparisons over the years.



Q: Have you ever heard of the term "social enterprises"?





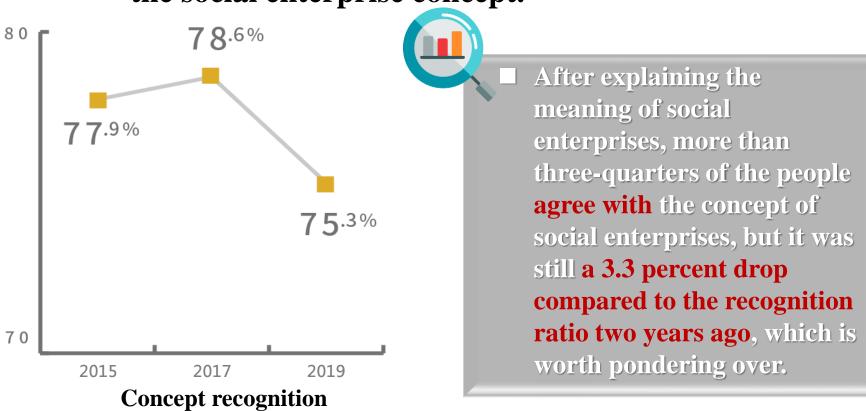


1. Social Enterprises (2/3)

comparisons over the years



More than three-quarters of the public support the social enterprise concept.







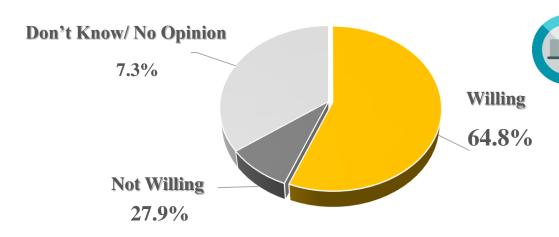
II. Awareness Survey (3/7)



1. Social Enterprises (3/3)



Nearly half of the public are willing to pay more for social enterprise products or services, and more than 60% of the people are willing to recommend social enterprise products or services.



Q: If social enterprise products or services cost more than similar products, are you still willing to pay for it?

- After understanding the operational model of social enterprises, 64.8% of the public will recommend their products or services to families and friends.
- **■** Further exploration of price acceptance in different groups found that younger people with higher education **level** are more willing to pay higher prices for social enterprise products.





II. Awareness Survey (4/7)



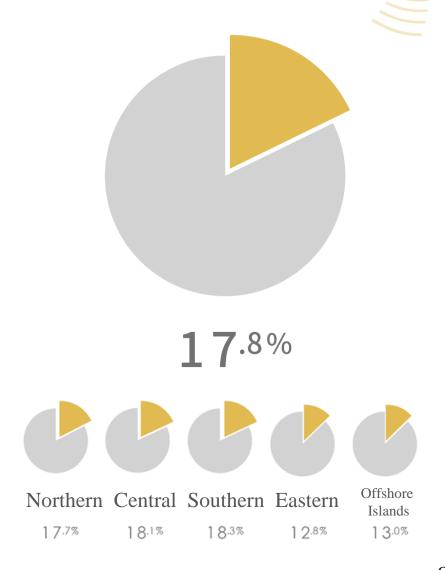
2. Social Innovation (1/2)



The public's awareness of "social innovation" is less than 20%.



- Approximately 17.8% of the public in Taiwan have heard of the term "social innovation". The awareness is lower than that of the term "social enterprises".
- Among them, the awareness in central and southern Taiwan is higher, and people know the term via television and the Internet.









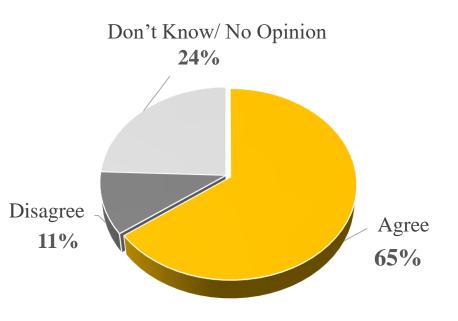
2. Social Innovation (2/2)



After explanation, approximately 65% of the public agree with the concept of social innovation.



- Recognition of social innovation in Taiwan is as high as 65%, and the disagreement rate is only at around 11%.
- People that recognize the concept tend to be young (20-29 years old) and highly educated (college or above).







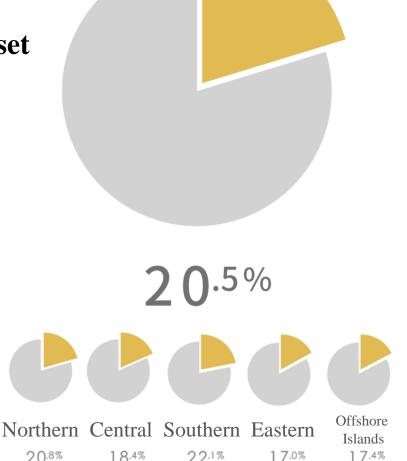
II. Awareness Survey (6/7)

2019 Taiwan Social Innovation Survey

3. SDGs (1/2)

Approx 20% of the public have heard of the Sustainable **Development Goals (SDGs) set** out by the United Nations.

> The public's awareness of SDGs is close to that of social innovation, and people that have heard of the term tend to be **young** (20-29 years old) and highly educated (college and above), with a higher percentage in the north and the south.







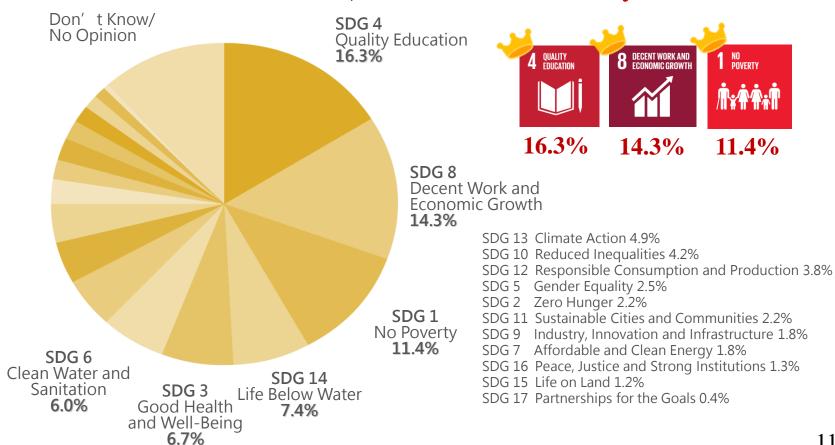
II. Awareness Survey (7/7)



3. SDGs (2/2)



The public believes that the top three SDGs in Taiwan urgently needed to be solved are "SDG 4 Quality Education", "SDG 8 Decent Work and Economic Growth", and "SDG 1 No Poverty".









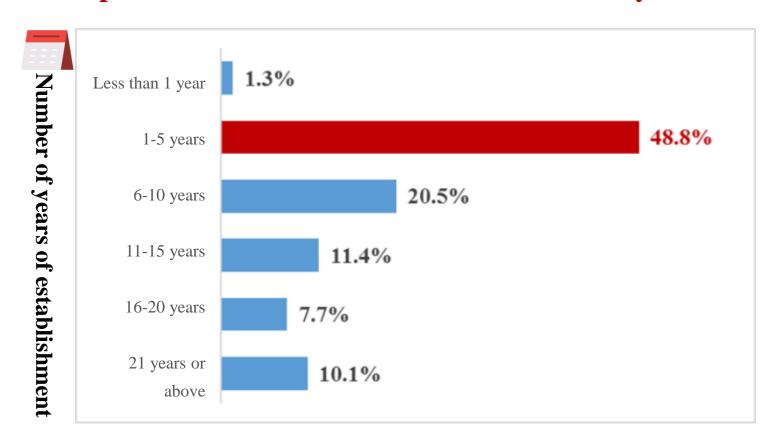
III. Enterprise Operation Survey (1/11) Social Innovation



1. General Information (1/2)



The majority of social innovation organizations are companies and were established for less than 5 years.







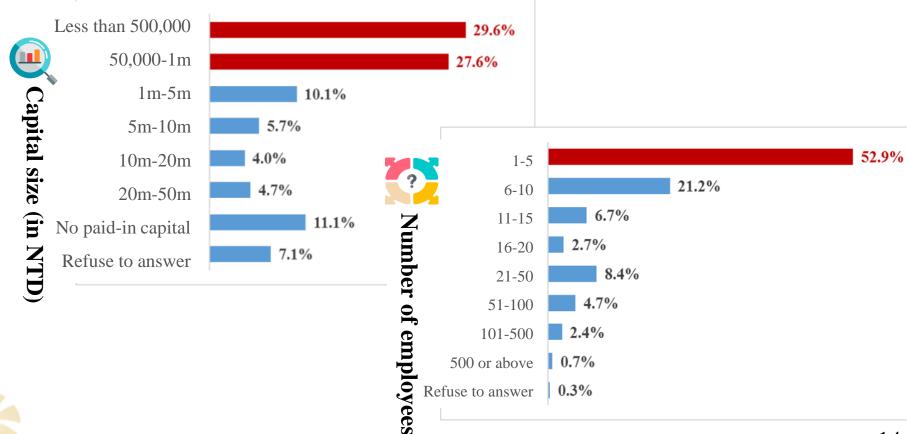
III. Enterprise Operation Survey (2/11)



1. General Information (2/2)



The majority of social innovation organizations have a capital of less than 1 million NTD and less than 5 employees.





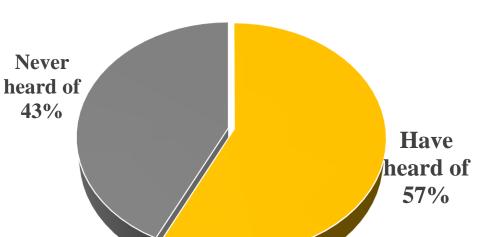
III. Enterprise Operation Survey (3/11) Social Innovation

Survey

2. SDGs (1/3)

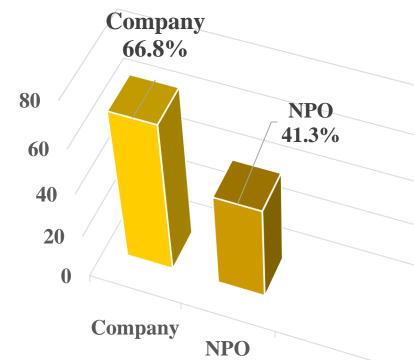


Over half of the social innovation organizations have heard of SDGs.





In terms of organization types, more companies have heard of SDGs than non-profit organizations.





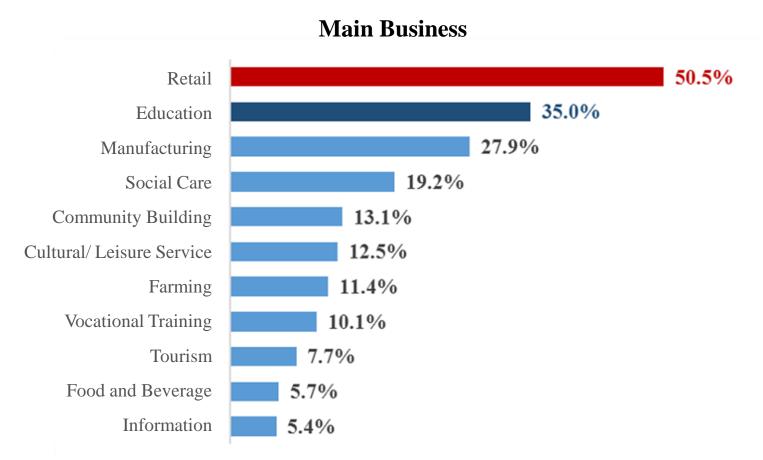
III. Enterprise Operation Survey (4/11) Social Innovation



2. SDGs (2/3)



The main business of social organizations is retail, followed by education.







III. Enterprise Operation Survey (5/11) Social Innovation

Survey

2. SDGs (3/3)



Issues regarding the elderly gain more attention whereas companies pay attention to ecological issues as well.

> **Focused Issue** The Elderly (25.6%) Organizational Type Company **NPO** The Elderly (24.4%)The Elderly **Eco-system (27.9%)** (23.3%)



Among all SDGs, "SDG 4 Quality Education" is the most focused goal while companies also focus a lot on goals such as "SDG 3 Good Health and Well-Being" and **"SDG 12 Responsible** Consumption and Production".





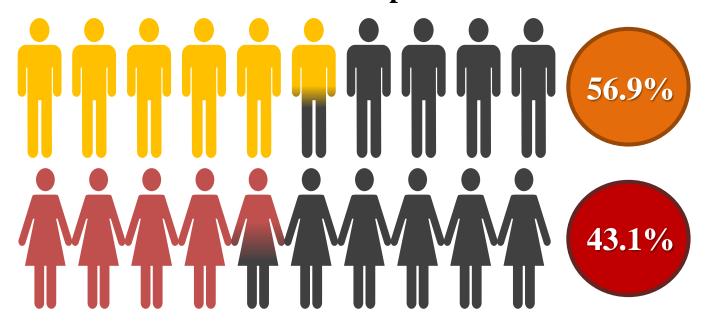
III. Enterprise Operation Survey (6/11) Social Inno



3. Management and Operational Status (1/4)



43.1% of the founders of social innovation organizations are female, higher than the 36.4% in small and medium enterprises in Taiwan.







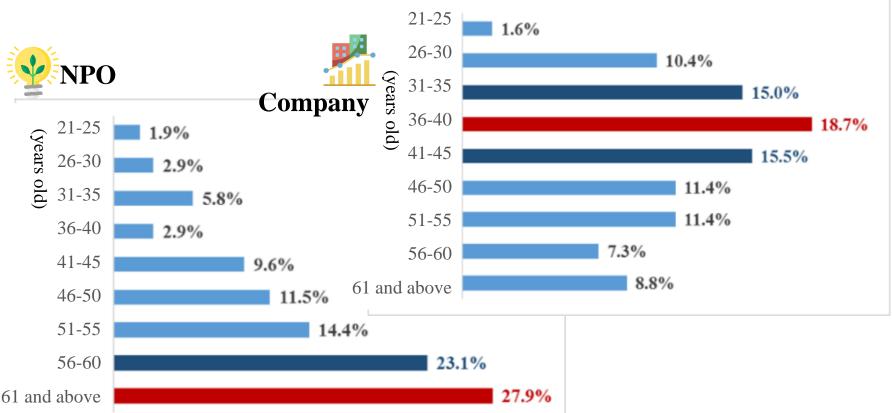
III. Enterprise Operation Survey (7/11)

Social Innovation
Survey

3. Management and Operational Status (2/4)



In terms of age distribution, company founders are mainly young adults, and the founders of non-profit organizations are mainly middle-aged and elderly people.





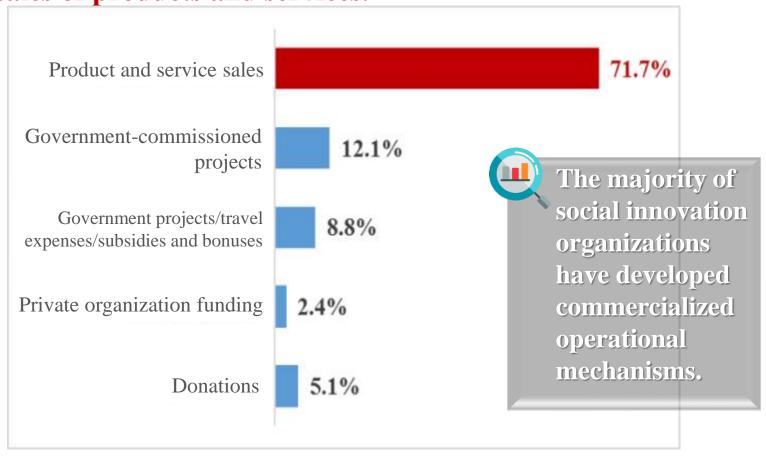
[III. Enterprise Operation Survey (8/11) Social Innovation



3. Management and Operational Status (3/4)

The main sources of revenue for social organizations are sales of products and services.







III. Enterprise Operation Survey (9/11) Social Innovation



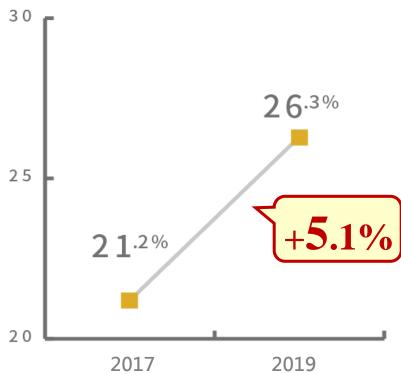
3. Management and Operational Status (4/4)



26.3% of the social innovation enterprises responded that they are making a profit and 38% responded that they have maintained breaking even.

The proportion of enterprises making a profit has risen slightly.









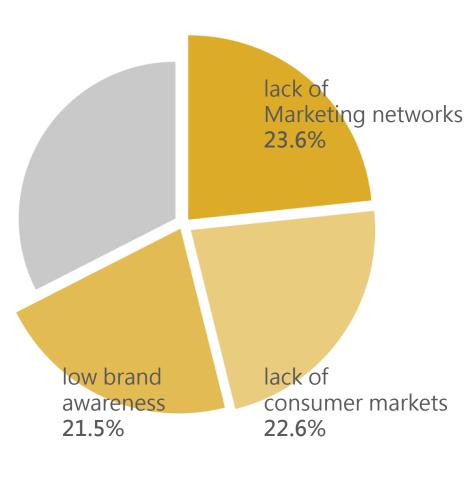
III. Enterprise Operation Survey (10/11) Social Innovation

Survey

4. Operational Challenges and Needs (1/2)

In terms of operational challenges, the main challenges of social innovation organizations are lack of marketing networks, lack of consumer markets, and low brand awareness.







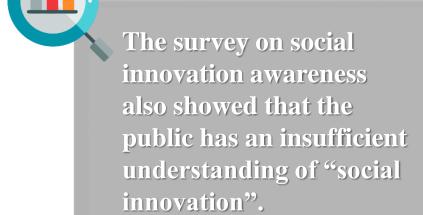


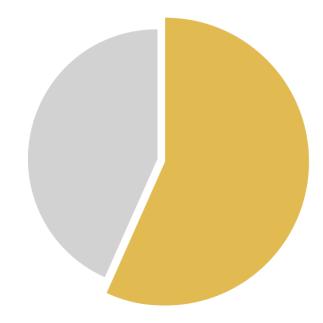
III. Enterprise Operation Survey (11/11) Social Innovation Survey

4. Operational Challenges and Needs (2/2)



In terms of policy needs, over half of the social innovation organizations suggested that the government enhance the public's awareness of social innovation.







56.9%







Social Innovation Awareness Survey

1. The awareness of social enterprises has reached a record high of 30.6%.



2. The awareness of social innovation is not very high, but many people support its concept.



3. The public thinks that "SDF 4 Quality Education", "SDG 8 Decent Work and Economic Growth", and "SDG 1 No Poverty" are the most urgent goals in Taiwan.











Social Innovation Enterprise Operation Survey

- 1. Social innovation organizations are mostly new and small-scale organizations.
- 2. The proportion of female entrepreneurs in social innovation organizations is higher than the average.
- 3. More than half of the organizations know about SDGs and focus on education issues.
- 4. The proportion of profit-making social innovation organizations is increasing.
- 5. Social innovation organizations face challenges in marketing, markets, and branding.















Thanks for your attention!



