

BACKGROUND AND MISSION

Basic information

- Enterprise name and contact details
- Main sector or activity
- Legal form or operating model

Location and operations

- Where does the enterprise operate?
- Premises and location

Need and purpose

- What need does the enterprise address?
- Who are your customers or target group?
- What products or services does your enterprise provide, and why?
- What motivates the enterprise?
- What is the social purpose of the enterprise: what makes it a social enterprise?
- What other objectives does the enterprise have? What do you aim to achieve?

Local relevance

- Need for the product or service in the village or region
- Expected local impact of the enterprise's activities

ENTERPRISE MODEL AND COMMUNITY RELATIONSHIP

Social purpose and operating principles

- How is the social purpose defined in governing documents or operations?
- How is profit distribution handled (if applicable)?

Legal form of the enterprise

- association
- cooperative
- limited company
- other?

Enterprise model

- Describe how the enterprise creates, delivers, and sustains value

Relationship with the local community

- How is the local community involved?
- How are local needs identified and taken into account?
- What knowledge, skills, or resources does the community contribute?
- How is feedback collected and used?

Rinne-Koski, K., Trogen, A., Matilainen, A., & Lähdesmäki, M. (2023). Yhdistyksestä kyläyrittäjäksi? Opas yhteisölähtöisen yhteiskunnallisen yrityksen perustamista mieltäville kylätoimijoille. Ruralia-instituutti.

DESCRIPTION OF THE ENTERPRISE'S BUSINESS ACTIVITIES

- What products or services do you provide, and how are they produced?
- Who is involved in producing the product or service?
- What is your expertise and competence in the field?
- What is the value your enterprise provides for target groups?

Personnel: skills and competences of those involved in the business

- Skills and expertise of the people participating in the enterprise's activities

Market analysis and future outlook

- Key stakeholders in the local area
- How does the enterprise differ from similar offerings?
- Is there demand for the product or service in the area?
- Market risks and how they are managed

In Finnish:

https://www.helsinki.fi/assets/drupal/2023-12/Ruralia%20-%20Yty%C3%A4%20kyl%C3%A4opas%202023_0.pdf

FINANCING

- Pricing: how do you price your product or service?
- Profitability calculations: what costs does your enterprise have?
- What are the different sources of income for your enterprise?
- Financing: how is the activity funded?

FINANCIAL ADMINISTRATION AND CONTRACTS

- Accounting and invoicing: how are accounting and invoicing managed
- Contracts: what kinds of agreements does the enterprise enter into

GOVERNANCE

- Decision-making
- Who leads the enterprise?
- How are decisions made?
- How is the local community involved in decision-making?
- How is continuity and sustainability ensured?
- Impacts
- What social benefits does your enterprise create?
- What environmental benefits does your enterprise create?
- What economic benefits does your enterprise create?
- Impact monitoring
- How are the social impacts of the activity measured?
- How are the social impacts of the activity monitored?

STAKEHOLDER RELATIONS

Municipality

- How does the planned activity align with the municipality's other strategies and plans?
- How does the municipality benefit from the activity?
- What cost savings can be achieved through the activity?

Other stakeholders

- How does the activity benefit other stakeholders?

MARKETING AND COMMUNICATION

Reaching customers

- Who are your customers and target groups?
- How do customers find your product or service?
- How do you reach your customers?

Communication and marketing

- Why would customers choose your product or service?
- How do you communicate your activities to stakeholders?
- How are the social impacts of the activity communicated and made visible?
- TIP: Have you tried the communication tool?: <https://www.ruralse.eu/impact/social-impact-measurement-tool/>

RISK MANAGEMENT

- Risk analysis
- What kinds of risks are associated with the business? (see also Section 3)
- Risk management
- How have risks been prepared for?
- How is the continuity of the business ensured?