



SOCIAL ENTREPRENEURSHIP

A Tailor-Made Form of Social Participation

More and more retired people choose social entrepreneurship as an appealing way to engage in social participation.



What is Entrepreneurship?

Entrepreneurship refers to the action of undertaking and bringing a project to fruition that will provide services, products or solutions that meet the needs of individuals and communities. Contrary to volunteer work, it is a form of social participation that helps generate income.



Social Entrepreneurship: Support for Communities

There are two ways to carry out this type of entrepreneurship:

1. Develop a new project independently, by proposing a product, service or solution to address a social issue. This can create a desirable and durable solution to a social, cultural, economic or environmental challenge. It functions in a transparent manner and financial profit is a means, not an end: having a social impact is the goal.

A few examples:

- Accompany older adults who are moving and must divest themselves of some of their belongings by helping them sort through their furniture, objects or keepsakes.
- Support parents by providing after-school help (help children with homework, participate in daily routines, play games, prepare snacks, etc.)
- Provide services for simple work to do in the home.
- Promote urban agriculture by offering workshops on seedlings or balcony planters.
- Offer outings on bikes to older adults in CHSLDs.

2. Create a new activity in an existing organization, to stimulate innovation and growth within the organization. In return, the organization gives the entrepreneur access to premises, resources and opportunities. Community organizations, municipalities and businesses can be fertile grounds to implement such projects.

A few examples:

- Propose neighbourhood visits to a community centre or offer language courses to new immigrants.
- Offer yoga workshops designed for older adults.
- Work with a company to develop a mentoring program.
- Develop a computer troubleshooting service.

What Are the Benefits and Risks for You?



BENEFITS

- Flexibility
- Autonomy and independence
- Expansion or use of your skills
- Motivation
- Pride
- Positive value of your actions



RISKS

- Uncertainty related to income generated
- Discouragement and disappointment
- Pressure to perform

Before You Begin

Retirement provides many possibilities for you to get involved. Take time to reflect and ask yourself what makes sense for you.



My Interest in Entrepreneurship

What leads me to want to do this project is that I...

I feel like it is because I want to...



My Transition Between Retirement and My Project

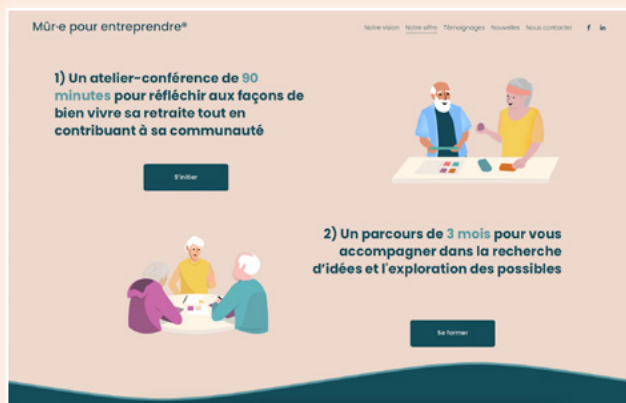
Now that I've retired...

In relation to what I did before...

The skills I'll need...



How to Prepare Without Running Out of Steam



The organization [Présâges](#) maintains that there is no age limit to start something new. Use your wisdom and experience to your advantage! Nonetheless, launching a social entrepreneurship project requires determination and self-discipline. It is an experience where you will face various challenges, whether related to obtaining funding or developing collaborations. Therefore, you need to take the time to prepare well and efficiently, while keeping in mind that your initial idea may evolve. Do not hesitate to talk to other people to validate and enrich your ideas.

Take the time and care you need to refine an idea, assemble all the pieces and create the necessary collaborations. This way you will avoid running out of steam and be able to project yourself into the future as you juggle your multiple priorities.

If you would like someone to accompany you in your reflections on entrepreneurship, Présâges has a program called Mûr.e pour entreprendre: <https://www.murpourentreprendre.org/services>

This project for active retirement is part of a larger project, the Plan d'impact collectif – Réseau Résilience Aîné.es Montréal (RRAM) that aims to foster resilience, inclusion and social participation of seniors in Montréal.