

Aim 2 Flourish – Further information

1. Glasgow Caledonian University (GCU) is “The University for the Common Good”.
2. GCU’s “Glasgow School for Business and Society” (GSBS) leads the University’s participation in a United Nations initiative called the Principles for Responsible Management Education (PRME).
3. The aim of PRME signatories is to "develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy". A key aspect of this involves integrating corporate responsibility, sustainability and ethics in to the curriculum.
4. One module that focuses on these topics is a Final Year Level IV Honours Year module called Sustainability, Corporate Responsibility and Ethics (SCoRE)
5. One assignment set for students is connected to the [AIM2Flourish](#) initiative that aims to showcase businesses with a positive social impact. Teams of five students will compose short written and video AIM2Flourish case studies (for examples of how these look please see [Cothrom](#) and [Aberdeen Foyer](#)).
6. If of an appropriate quality, the case studies will be sent to Case Western Reserve University in the USA, that hosts the AIM2Flourish initiative - and if accepted by Case Western, they will be posted on the AIM2Flourish website for open access by businesses and academics worldwide. The best cases can qualify for annual prizes.

What is required of participating social enterprises?

- a) 50 businesses are required from across Scotland that have innovated for social impact - in a way that contributes to achieving one or more of the [UN Sustainable Development Goals](#)
- b) Participating social enterprises will provide a team of students with basic materials about the organisation, before giving a 30-45 minute interview (which will be recorded and/or captured on video so that students can repeat listening and understanding after the event).

The interviews can either be on your premises, on a visit to GCU or done by Skype/telephone. If you have taken part previously in this initiative you are welcome to take part again.

- c) Once students draft the case study, this will be shared with you for comment - before being sent to Case Western University for consideration for their website.

Case studies will also be shown on Senscot and Social Firms Scotland websites/social media to help to promote organisations involved.

Benefits to participating social enterprises

- Raising the profile of Social Enterprises/Social Firms in Scotland internationally through the AIM2Flourish website
- Promotion of the case studies on Social Firms Scotland and Sencot websites/social media
- You will contribute to business students' understanding of social enterprise and their contribution to a fairer, more inclusive society.
- An independent appraisal and evaluation of your social enterprise by the students
- Use of case study for marketing and in funding applications etc.

If you are interested in being involved, it would be really helpful if you could let me know by the end of the year. You will be asked to supply some basic (and brief!) information about your social enterprise which will be sent on to GCU.

We had a very enthusiastic response last year and expect the same again this time so will pass on all expressions of interest to GCU who will make the final decision on participants.

If selected, interviews are likely to take place from February onwards.

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