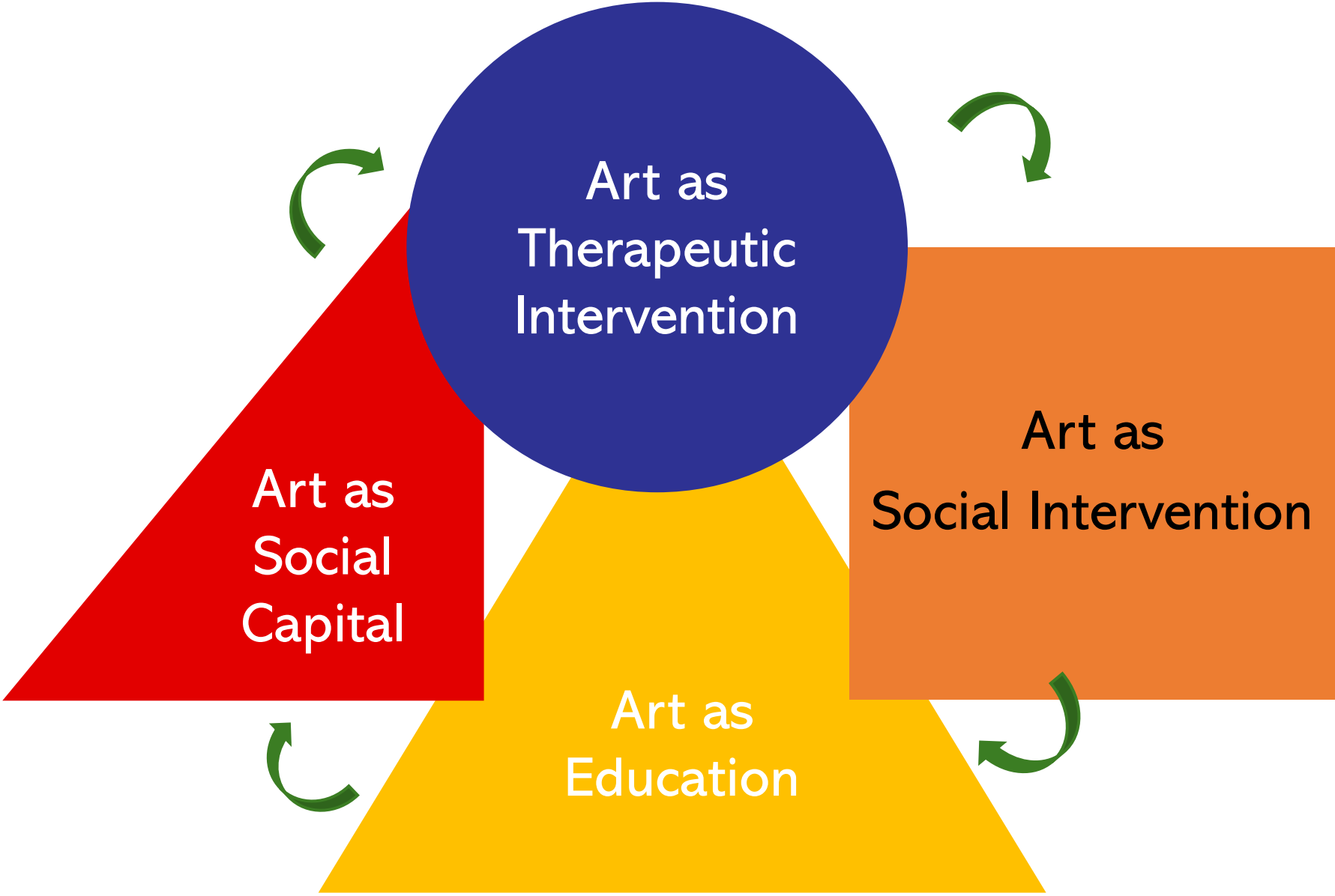




Paving the path to a sustainable model at the crossroads of social enterprise, education and the creative economy in Cambodia





Art as
Social
Capital

Sustainable livelihood for artists

Building community of art professionals

Profits to support the school

Sharing with global community

Continuing social education through
projects





Our Purpose

Our Success Factors:

- Purpose drives the team as most come from the school/NGO
- Providing something unique
- Siem Reap's context (captive tourist market)
- Model already existed at the school
- Backed by the school - a hub of creativity
 - building the enterprise's future human resources
 - Testing ground for new ideas and creations
- Social purpose gives meaning to guests
- Measurable impact

Challenges:

- No social business recognition in Cambodia
 - No tax breaks
 - No incentives to donate
- No clear tax guidelines for NGOs/Associations
- NGOs are not allowed to own shares anymore
- Perception of using "poverty" to make money
- Balancing act between the social aspect and the business aspect
- Hierarchical and mindset differences between business team and NGO team

Is the work you do as an NGO still needed?

Is your purpose of the social business authentic? Is it distinctive and rooted in your ethos and values?

How can you embed purpose into your social business?

What skill sets do you have that can be monetized?

What alignment will there be between the NGO/non-profit work and the business?

What synergies can there be between the NGO and the business?



Thank You!