**Awareness Strategy Sub Group**

**Terms of Reference**

For Social Enterprise to fully realise its potential in Ireland it is necessary to build more coherence and raise awareness with the public, amongst social enterprises and other businesses, and across the civil and public service. Developing and promoting a wide understanding of social enterprise is a key priority of the National Social Enterprise Policy for Ireland 2019-2022, and the success of the Policy in a large part depends on the success in communicating the message about what Social Enterprises are.  A particular focus will be to illustrate the positive social, societal or environmental impacts achieved by Social Enterprises in all the forms throughout the country.

The Government has committed to working in partnership with Social Enterprise stakeholders to develop an Awareness Strategy to raise the profile of social enterprise in Ireland. An Awareness Strategy Sub-group is being established by the Implementation Group for this purpose.

* The Awareness Strategy Sub Group will comprise of members of the National Social Enterprise Policy Implementation Group, along with external members nominated by the Implementation Group.
* The purpose of the Sub-Group is to provide advice, ideas-generation, network -leveraging, marketing insights or other relevant/expert support towards achieving greater Awareness of Social Enterprise in Ireland.
* The Awareness Sub-Group will operate until such time as an Awareness Strategy is approved by the National Social Enterprise Policy Implementation Group.
* The Sub-Group will base its work on the operational definition of Social Enterprise as contained in the National Social Enterprise Policy 2019 – 2022.
* The Sub Group will develop an Awareness Strategy by the end of Q2 2020, and will report to the Implementation Group.
* The Sub Group will actively support the implementation of the Awareness Strategy.
* As an action- and outcome- oriented forum, consensus will be sought but will not represent a *sine qua non* for progress and action.
* The Sub-group will work to identify, profile and disseminate good practice examples of Social Enterprises representing the full spectrum of Social Enterprise and increase public understanding of their contribution to society, the environment and the economy
* DRCD will provide the Secretariat and resources towards the delivery of the Awareness Strategy within the means available to it.
* As the Sub-Group is subject to the oversight of the Implementation Group, its ToRs are subject to amendment over time.