

「社會企業」近年逐漸受到國際重視，我國民眾及政府也積極參與，並於2015年與2017年針對民眾認知度進行調查。

為呼應2015年聯合國倡議「永續發展目標(SDGs)」及2018年我國通過「社會創新行動方案」，本次調查特加入相關問項。

今(2019)年「社會創新大調查」分別針對我國民眾與社會創新組織(以下簡稱社創組織)進行調查，以掌握民眾意向及相關組織營運現況。



民眾社創認知度調查

年滿20歲以上民眾

調查對象
單位負責人 or 主要經營管理者
公司型態 65% · NPO 35%

問卷設計
· 社會企業
· 社會創新
· 永續發展目標(SDGs)

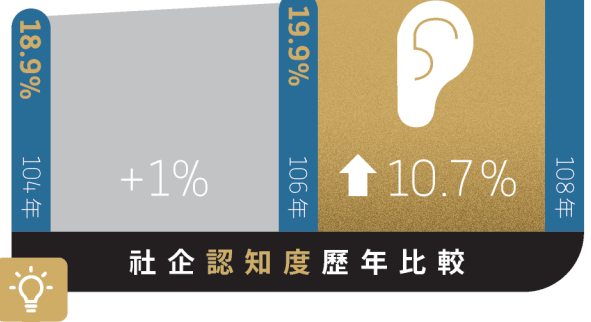
抽樣設計
· 基本樣態
· 永續發展目標
· 管理營運現況
· 經營挑戰與需求

探全國住宅電話為母體
進行分層隨機抽樣控制
地區(縣市)及年齡分布等變數

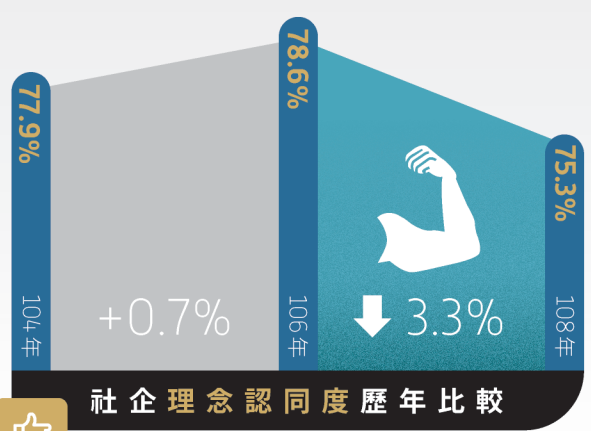
有效樣本
2,144份

國內561家社會創新推動單位進行全查

社創認知度調查 I. 社會企業

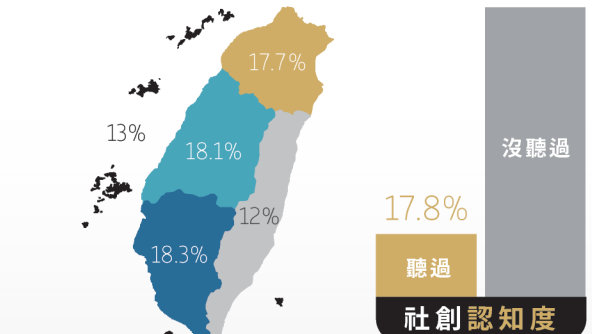


1. 社會企業認知度突破新高已三成民眾聽過
相較於兩年前我國民眾對社會企業認知度明顯提升



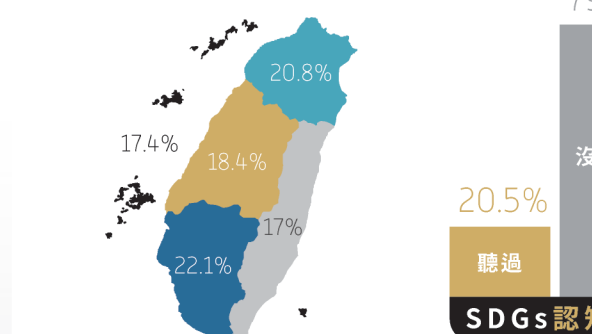
2. 超過四分之三民眾支持社會企業理念
對所有民眾解釋社會企業的意涵後，超過四分之三的民眾對於社會企業的理念感到認同，但相較於兩年前認同率，略為下滑了3.3個百分點，值得省思。

社創認知度調查 II. 社會創新



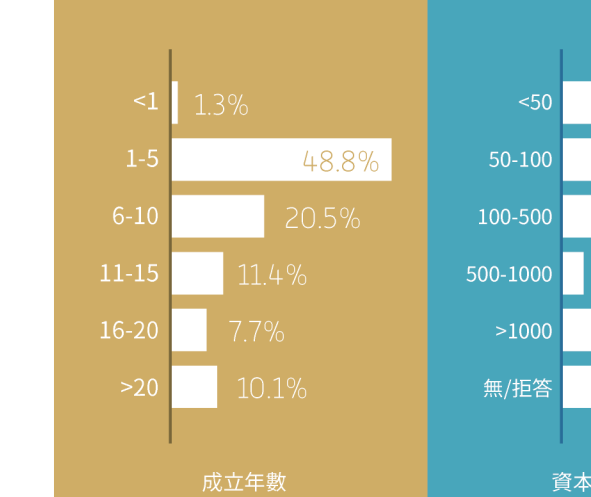
- 全國民眾對「社會創新」認知度不足兩成
- 全國民眾約有17.8%曾聽過「社會創新」這名詞，認知度相較於「社會企業」一詞較低，其中又以中南部認知度較高且透過電視與網路得知

社創認知度調查 III. 永續發展目標



- 約有兩成民眾曾聽過聯合國所提出的永續發展目標(SDGs)
- 民眾對SDGs的認知與社會創新一詞接近，且聽過之群體為較年輕(20~29歲)及高學歷者(大學以上)，且以北部與南部為多

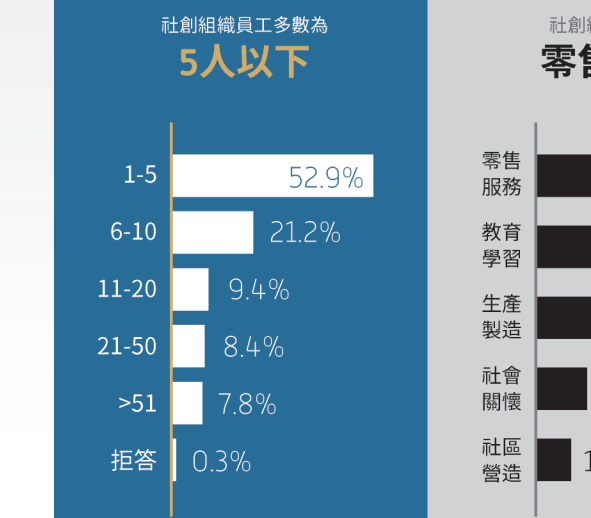
社創組織多數為成立5年內之公司



社創組織多數為資本100萬元以下



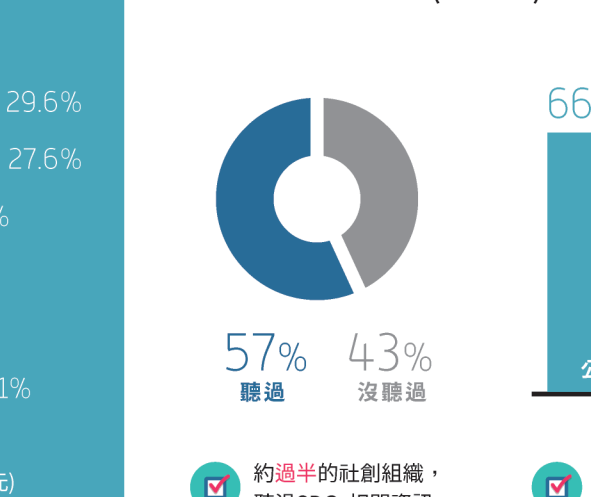
社創組織營運調查 I. 基本樣態



社創組織主要為零售服務



社創組織營運調查 II. 永續發展目標(SDGs)



- 約過半的社創組織，聽過SDGs相關資訊。
- 組織型態方面，公司曾聽過SDGs之比例高於非營利組織。

社創組織營運調查 III. 管理營運現況



- 社創組織主要營收來源為產品及服務銷售為主。
- 多數社創組織已投入商業化營運機制

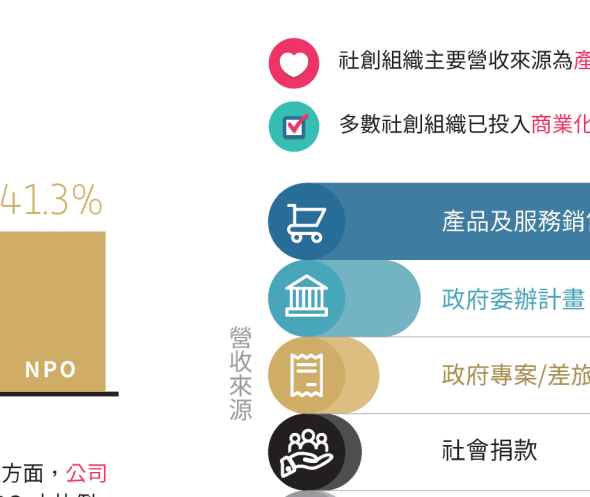


- 社會創新組織有26.3%表示有盈利，38%則能維持損益兩平。
- 已開始獲利之業者比例微幅上升



- 關注目標：SDG04 優質教育
- 在SDGs各項目標中以「SDG04優質教育」為最主要關注項目，此外，公司也非常重視「SDG03良好健康與福祉」、「SDG08優質工作和經濟成長」以及「SDG12負責任的消費與生產」等目標。

社創組織營運調查 IV. 經營挑戰與需求



社創組織主要面臨之挑戰



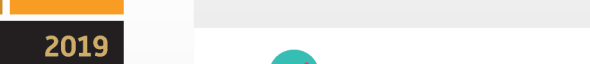
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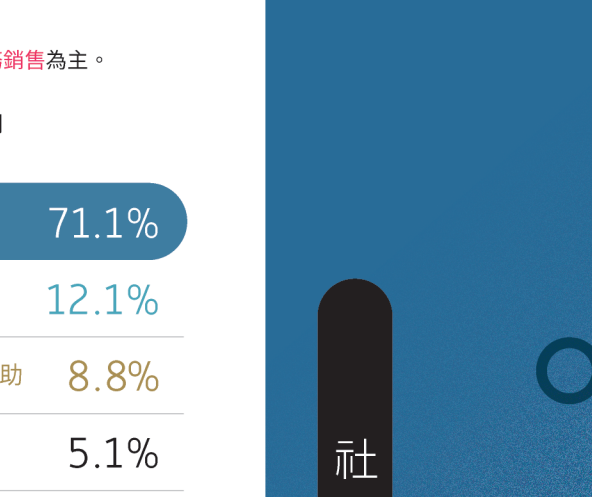
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- 社創組織主要面臨之挑戰



2019 Taiwan SOCIAL INNOVATION SURVEY



Advised by 經濟部中小企業處
Implemented by 台灣經濟研究院 星展銀行 DBS 國家發展委員會



The international society gives more attention to Social Enterprises in recent years. The public and private sectors of Taiwan are actively promoting the concept, and energetically putting it into practice. The survey of the public's awareness to Social Enterprise has been conducted since 2015 every two years, including the 2019 social innovation survey.

To respond the 2015 UN Sustainable Development Goals (SDGs), and Taiwan's adoption of the Social Innovation Action Plan in 2018, The 2019 Social Innovation Survey delineates the extent of the awareness of the public to Social Enterprise, and the status of how the related organizations perform so far.



Awareness Survey on the General Public

People over the age of 20	Subject	Organization owner / chief manager
		65% Companies 35% NPOs
	Survey Design	• General Information • SDGs • Management & Operational Status • Operational Challenges & Needs
• Social Enterprises • Social Innovation • SDGs		

Random phone interview across country were conducted from the database of national wide, with controlled variables such as countries, cities and ages.

Sampling Design

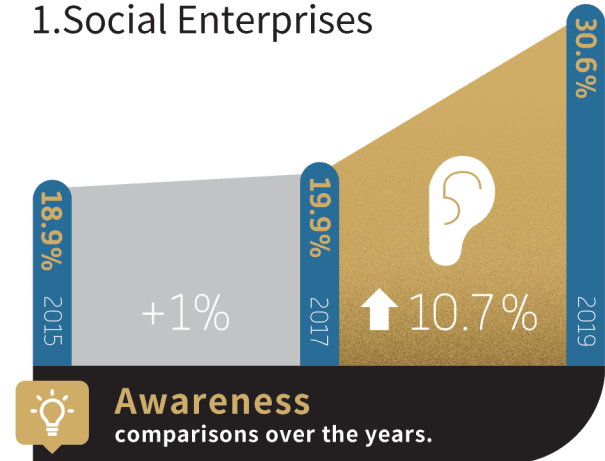
561 social innovation organizations in Taiwan.

2,144

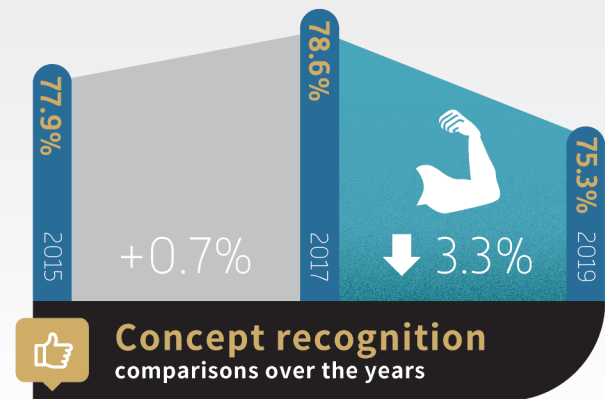
Effective Sample Size

297

1. Social Enterprises

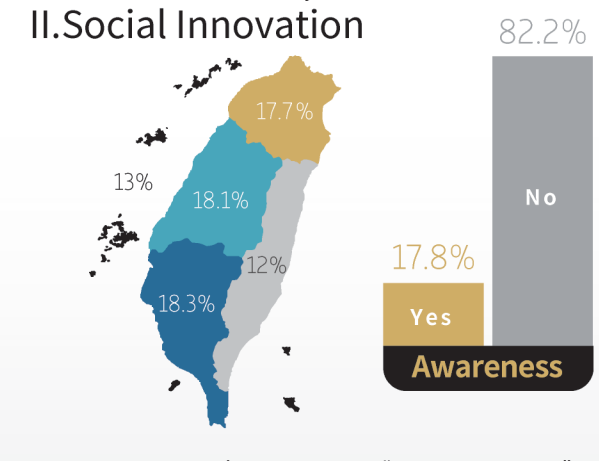


- Over **30%** of the public in Taiwan hears the term "Social Enterprise" which hit the record high.
- The awareness of the public to Social Enterprise **increases significantly** comparing to two years ago (19.9%).

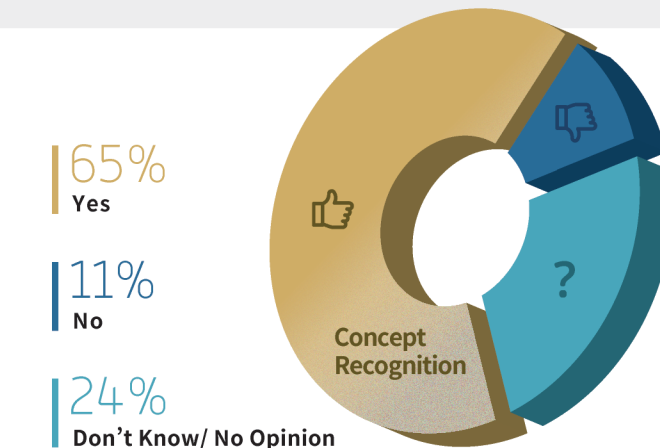


- More than **three-quarters** of the public support the social enterprise concept.
- Over three-quarters of the people **agrees with** the concept of the Social Enterprise after clarification. But the rate is still **less 3.3% as to two years ago** which worth for pondering.

II. Social Innovation

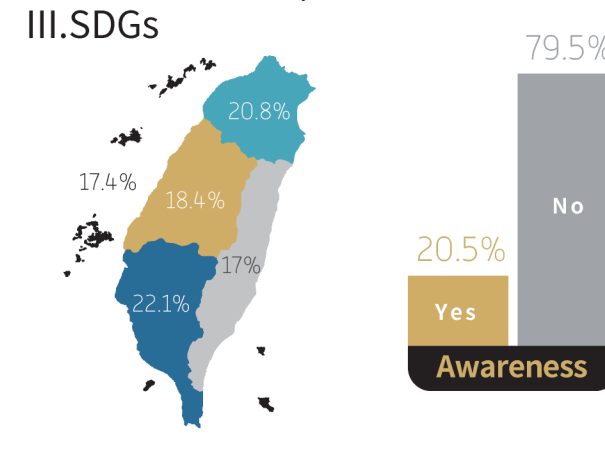


- The public's awareness of "social innovation" is less than **20%**.
- In Taiwan, the awareness of the term "**Social Innovation**" is **17.8% which lower than "Social Enterprise"**. The awareness rate of the term from **central and southern Taiwan** were higher, and they follow the issues mainly via **TV and the Internet**.

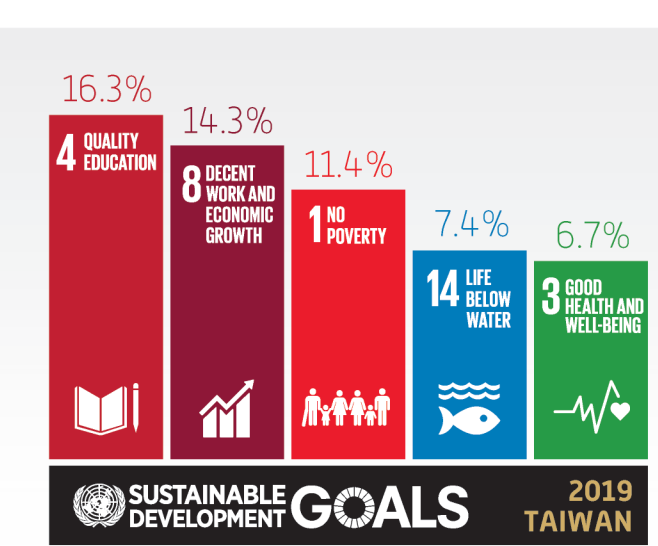


- After explanation, approximately **65%** of the public agrees with the concept of social innovation.
- 65%** of the public, mainly **young** (aged from 20-29) and **highly educated** (College or above), from Taiwan, have heard the term "Social Innovation", though about 11% of the public disagrees with the concept.

III. SDGs

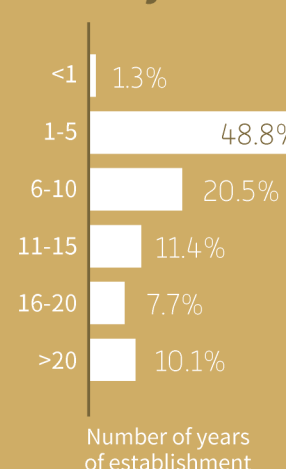


- Approx **20%** of the public have heard of the Sustainable Development Goals (SDGs) set out by the United Nations.
- The people from southern and northern Taiwan aware the SDGs most, and the **young** (aged from 20-29) and **highly educated** (College or above) are the main groups follow the issues.



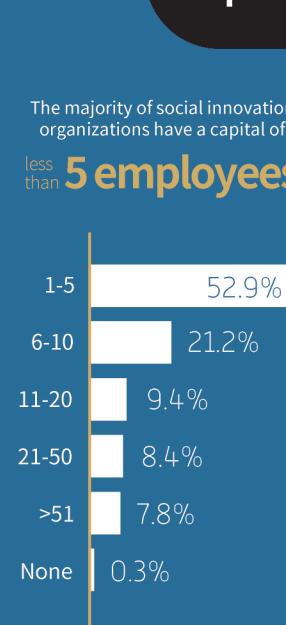
- "SDG 4 Quality Education", "SDG 8 Decent Work and Economic Growth" and "SDG 1 No Poverty" are recognized as the top three pressing issues need to be handled by the public in Taiwan.

The majority of social innovation organizations are companies and were established for less than **5 years**



Capital size (in NTD)

The majority of social innovation organizations have a capital of less than **1 million** (NTD)



Top 5 Business

The main business of social organizations is

Retail

Edu.

MFG.

Social Care

Community Building

13.1%

19.2%

27.9%

35.0%

50.5%

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