

# Alliance for Social Impact Podcast Series

## Episode 1: The prospects and challenges of sustaining a social enterprise for vulnerable consumers in a dynamic market

### Dr Foluke Abigail Badejo

Welcome to The Marketing Dynamics of Social Impact, the official podcast series of The University of Queensland Business School's Alliance for Social Impact (ASI).

This podcast series is dedicated to bringing you global first-hand insights into the journey to measurable social impact in business research and practice.

[Watch Episode 1 - The prospects and challenges of sustaining a social enterprise for vulnerable consumers in a dynamic market.](#)

This inaugural episode features a social enterprise founded by Dr Foluke Abigail Badejo, Lecturer at The University of Queensland Business School, to empower survivors and communities at risk of modern slavery across West Africa.

Social enterprises are organisations founded to achieve a social purpose such as helping the socially disadvantaged, and they undertake commercial income generating activities to support that social purpose.

With the non-profit model that primarily relied on philanthropic funding becoming unsustainable, the social enterprise model has emerged as a feasible way to deliver social value and inclusive growth.

However, social enterprises are confronted with the challenge of balancing a social mission with their commercial activities. If the social enterprise invests more time and resources in building its income base, it may lose sight of its social purpose.

The social enterprise founded by Dr Badejo – 'Grace + Grit Social Enterprise' – had its share of challenges in continuing its mission of supporting and empowering the victims of modern-day slavery, who were predominantly young women.

In this episode, Dr Badejo gets candid about her journey of Social Impact and the lessons she has learned along the way. She reflects on how insights from her PhD study – a multi-stream social marketing formative research approach into the complex problem of modern slavery – paved the way for her social enterprise model of intervention. Dr Badejo describes how she was able to create social value in targeted communities despite the challenges of operating in a volatile market environment.

We hope you enjoy this episode. Please [subscribe](#) to our YouTube channel to be the first to receive updates on new episodes.



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