

Buy Social NEWS

Buy Social Channel



Buy Social
Homepage



Buy Social
Instagram



Korea Social
Enterprise Promotion
Agency Homepage



e-store 36.5



Newsletter



Kakao Plus Friend



Naver Blog



Youtube



Facebook



Instagram

BUYSOCIAL HOME PAGE

www.buysocial.or.kr

YOUTUBE

[Korea Social Enterprise Promotion Agency](https://www.youtube.com/channel/UCxkbrDx1)

KAKAO PLUS

pf.kakao.com/_xkbrDx1

ONLINE SHOP

www.sepp.or.kr

BLOG

blog.naver.com/se365company

FACEBOOK

www.facebook.com/social365

INSTAGRAM

www.instagram.com/kosea_365

TWITTER

www.twitter.com/social_365

Buy Social is []!

Peter Holbrook, Chief Executive (Social Enterprise UK (SEUK))

"Korea has been taking the lead and nurturing social enterprises for many years. I believe that we will be able to inform consumers of the benefits of purchasing products of social enterprises through Buy Social."

Nam Bora, Actress (Participant of Social Entrepreneur Incubating Program)

"These days, I am trying to come up with business items with social values and become a social entrepreneur. I am very happy to participate in the Buy Social Campaign as an Ambassador."

Alberto Mondì, Director (Social Venture 'The Element')

"I run a social enterprise under the philosophy that 'a good company changes the society', Buy Social will be a good opportunity to practice this philosophy with more people."

Kim Kyung Min, Committee Chair/ Secretary General (Buy Social Committee/ YMCA)

"Through the national campaign Buy Social joined by citizens, private • public sector and social economy, we wish to vitalize social economy ecosystem and create a sustainable future."

Buy Social Today, Checklist

- ☐ Use your own items* rather than using disposable products (*tumbler, shopping basket, eco bag, handkerchief, reusable straws, etc.)
- ☐ Purchase healthy local food
- ☐ Subscribe for Newsletter & Kakao Plus Friend and get Buy Social news
- ☐ Purchase products of social economy enterprises* (*social enterprises, cooperatives, self-sufficient enterprises, community businesses, social ventures, etc.)
- ☐ Take a fair travel
- ☐ Select products of fair trade
- ☐ Talent donation! Try volunteering
- ☐ Donate for social issues you wish to solve
- ☐ Are you a social economy enterprise? Apply for participation in Buy Social
(Go to apply: www.buysocial.or.kr)



Live a better life

What is the value of your purchase?
The social economy you purchased has infinite values that cannot be converted to money. Your consumption transforming into values for everyone, Buy Social!



KSE 사회적경제
한국사회적경제진흥원

Ministry of
Employment and Labor

Korea Social Enterprise
Promotion Agency

What is Buy Social?

Buy Social is a daily life practice campaign that aims to create a better world by purchasing products and services of social economy enterprises that contain various values and supporting their values.

What if my daily life, our consumption can change the world? Buy Social, which can be joined by anyone, is a daily life practice campaign that creates a sustainable world with consumption that considers once more about myself, my neighbors and earth.

Reflecting on the changes my consumption will have on the society, purchasing various social economy products that contain various values and supporting their values, and living the daily life can all be counted as Buy Social.



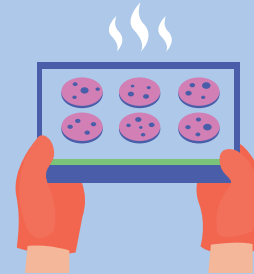
Let's Buy Social, by selecting products and services of 'social economy enterprises', that solve various social problems and create social values!

• Where can I Buy Social? <https://www.buysocial.or.kr/BuySocialFesta>

If you Buy Social
by buying soap without plastic,
nature and humans can coexist



If you Buy Social by buying delicious
bread, you can create jobs
to live together



If you Buy Social by buying fascinating
pictures of artists, you can support the
activities of designers with development
disability.



Buy Social by practicing zero waste,
using a shopping basket, tumbler
and handkerchief.



You can Buy Social by buying
local food from stores in your
neighborhood and help the producers
of safe and healthy foods.



If you Buy Social with fun and fair
travel, it will certainly make
the travel destination and residents,
the environment and even you happy.



If you Buy Social through fair trade that
pays a fair price, a child at the other side
of the earth can learn alphabets.



**Volunteering and donating your time
and talents are all Buy Social.**



*Pro Bono: An activity that tries to solve the management difficulties of social economy enterprises by having experts in the field of tax, labor affairs and etc. share knowledge.

Buy Social History

Buy Social Campaign began in 2012 by Social Enterprise UK (SEUK) to build markets for social enterprises among the general public as well as the private and public sectors.

Starting from the UK, New Zealand, Canada, Italy, Thailand and many other countries in the world are participating in Buy Social.

Korea also took a strong leap forward with the 'Buy Social Announcement Ceremony' in July 2020.

**Funding valuable projects
of social economy
enterprises is an
investment for tomorrow,
which is Buy Social.**

*Crowd Funding: A practice of funding a project by raising small amounts of money from a large number of people

**Social economy
enterprises, let the public
know of your social
missions through the
home page of Buy Social.**

*Register as participating enterprise:
<https://www.buysocial.or.kr/BuySocialEnt>

**Corporates Buy Social by
cooperating with social
economy enterprises
through social contribution
activities and creation of
social values**

*Social Bridge: A project in which social economy enterprises create the social value together as social contribution partners of public and private companies.

**Preferential Purchasing: A system that indirectly supports social economy enterprises by preferentially purchasing the products and services of social economy enterprises

**All the activities you do
to create a warm society,
sustainable earth and
happy today, are Buy
Social.**



**Practice your own
Buy Social.**