

Starter Activity Answers (from <https://wemakegood.ie/pages/about-us> page)

1. What is We Make Good's mission?

Their mission is to **promote equality, sustainable production, and social enterprise** as a way of doing business that is good for people and the planet.

2. What types of innovation have made them successful so far?

The innovations include:

- **Reshoring textile manufacturing**, reducing CO₂ emissions by over 1,200 kg/year, diminishing waste, and ensuring ethical employment
- **Upcycling unused materials**, such as transforming up to 150 kg of unused uniforms per month into new products through partnerships (e.g. with An Post and Bus Éireann)
- **Sustainable design practices**, using natural, sustainable materials like Irish linen, focusing on product longevity, reducing single-use plastics, and providing alteration services including Ireland's first professional alterations training programme.

3. Two ways a social enterprise differs from a private for-profit business.

1. **Dual mission focus:** Social enterprises like We Make Good intentionally combine commercial activity with a **mission to create positive social (and environmental) change**, not solely profit-making
2. **Financial model for impact:** Unlike for-profits, social enterprises generate revenue through business operations to **sustain social impact over time**.

4. Two ways they are similar to a private for-profit business.

1. **Operating with a business model:** They produce goods designed by top designers and manufactured in-house, fulfilling orders, managing operations, and generating revenue, much like a private business.
2. **Managing finances:** They need to be commercially viable – they need to sell enough to cover their costs and operate like a business.

3. **Use of profits:** Any profits made are used to deliver/socially reinvest impact rather than to maximise returns to private owners.

5. Two ways We Make Good is socially/ethically responsible.

1. **Employing people from marginalised backgrounds:** They train and employ individuals facing social challenges, offering 6-month to 3-year roles that build skills, confidence, and progression to further employment or education (with 95% progressing to further employment or education).
2. **Fostering inclusion and personal development:** Through meaningful jobs, they help rebuild lives, foster belonging, and address broader needs like housing and healthcare, evidenced by annual staff surveys (e.g. 88% reporting stronger belonging).

6. Two ways We Make Good is environmentally responsible.

1. **Reshoring to cut carbon footprint:** Bringing production back to Ireland reduces air-mile emissions (saving over 1,200 kg of CO₂ annually), waste, and supports ethical manufacturing.
2. **Circular economy and sustainable materials:** They use recycled inputs (e.g., unused uniforms), adopt Irish linen and natural materials, discourage single-use plastics, and support slow fashion through alterations and local production options.

7. Name 3 different government departments or state agencies that have assisted We Make Good.

Three state bodies supporting them are:

- **Department of Rural and Community Development**
- **Pobal**, via the Community Services Programme
- **Department of the Environment, Climate and Communications (DECC)**