

社會企業經營模式對於原住民部落
之效益與影響：以光原與瑪納為例
國家與社會 2016年6月
第十八期 頁61-109
Journal of State and Society
No.18, Jun. 2016.

社會企業經營模式對於原住民部落之 效益與影響：以光原與瑪納為例*

**The Benefit and Impact of Social Enterprise Business
Models in Aboriginal Tribes: Case Studies on Aurora Social
Enterprise and Manna Organic Culture and Living Association**

◎陳定銘**、彭蕙妤***

Ting-Ming Chen、Hui-Yu Peng

* 本文改寫自陳定銘(2016)計畫主持人。臺灣社會企業社會影響力指標之研究。科技部104學年度專題研究計畫成果報告(MOST104-2410-H-008-026)之部分成果。

**法鼓文理學院社會企業與創新碩士學位學程教授兼主任。

E-mail: tmchen2010@hotmail.com

***國立中央大學客家語文暨社會科學學系碩士生。

E-mail: bongelovemeat@gmail.com

摘要

社會企業是因應弱勢族群的需求，或是公益與社會價值理念而成立，不同於一般企業因為市場需求與利潤動機之形成，社會企業強調透過企業的手段解決社會問題，焦點在於社會、經濟與生態環境三重底線之價值。本研究以光原社會企業股份有限公司與瑪納有機文化生活促進會作為個案分析。光原社會企業幫助嘉義阿里山鄉原住民部落建構完整有機農業產銷價值鏈網絡體系，而瑪納則是深入原住民部落推廣有機農作種植，友善環境與土地，以及解決原住民部落的社會問題，兩者共同為原住民經濟產業找尋出路。本研究目的為探討光原與瑪納推動社會企業的經營模式，以及其對原住民部落產生的社會效益與影響。在研究方法上，採取文獻分析，以及針對個案的決策者進行深度訪談，期望建構社會企業在原住民部落的經營模式，而預期研究成果，可以做為其他原住民部落推動社會企業之參考。

關鍵字：社會企業、社會價值、經營模式、光原與瑪納

Abstract

Social enterprise is established based on the need of vulnerable groups and the concept of social welfare and social value. Unlike most enterprises built upon market needs and profits, social enterprise emphasizes on solving social problems by means of business activities, and on the value of the society, economy, and ecosystem. The research of conducts case studies on Aurora Social Enterprise and Manna Organic Culture and Living Association. Aurora Social Enterprise constructed a complete commercial web-system for the aboriginal tribes and their organic produce in Ali Village, Chiayi, while Manna promoted organic farming, eco-friendly, and nature-friendly, and solved the social problems in the aboriginal tribes. Both Aurora and Manna tried to find a way for the aborigines' economic industries. The objective of the study is to discuss the social enterprise business models practiced by Aurora and Manna, and the social benefit and impact brought to the aboriginal tribes. As for the research methods, the research adopts documentary analysis and in-depth interviews with the decision makers from both cases, aspiring to build social enterprise business models over aboriginal tribes. The results are expected to be the reference for other aboriginal tribes when promoting social enterprise in the future.

Keywords: Social Enterprise, Social Value, Business Model, Aurora Social Enterprise and Manna Organic Culture and Living Association