

# 心靈環保的社會企業模式初探

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## 摘要

2014 年是台灣社企元年。社會企業是以公益的盈利手段解決社會問題或滿足社會需求，其定義蘊含社會企業有一群人、社會目標、盈利手段等三個要素。本文即將依三要素分別說明如何建構心靈環保的社會企業模式。

聖嚴法師認為「心靈環保」需雙管齊下，一為「淨化人心，少欲知足」，二為「淨化社會，關懷他人」。人們之貪欲、瞋恨、愚癡、驕傲及懷疑等五毒少一點，心靈環境污染就會少一些。如此一來，心理會越健康，生理就會越平衡穩定，社會環境也會越健康。心靈環保實踐三種方法則為，以禪修安定人心、時時生起慚愧與懺悔心，以及經常有感恩與報恩心。

心靈環保內涵運用於社會企業定義三要素之一的社會企業模式一群人，即人人都可禪修安定人心、時時生起慚愧與懺悔心檢視自己，以及經常以感恩與報恩心面對社會。心靈環保的社會企業模式社會目標範圍可以聚焦於個人「提昇人的品質」；可聚焦於社區或社會，「提昇人的品質，建設人間淨土」；也可聚焦於大自然，「建設人間淨土」。關於社會企業模式的盈利手段，則可運用心五四於社會企業管理，以確保社會企業達成社會目的，且往追求穩定獲利方向前進。

因此，心靈環保的社會企業模式之基礎在於投入此工作的一群人，這群人實踐心靈環保，努力提昇人的品質；善用「心五四」於盈利手段之經營過程，解決社會問題，以達成利益眾生的社會目的。

**關鍵詞：**心靈環保、社會企業

## **A preliminary study on social enterprise model of spiritual environmental protection**

### **Abstract**

2014 is the first year of Taiwan's social enterprises. Social enterprise is to solve social problems or meet social needs by means of public welfare profits, and its definition implies three elements of social enterprise: a group of people, social goals, and profit approaches. This article will explore how to build a social enterprise model of spiritual environmental protection according to three elements.

Master Sheng Yan believes that "spiritual environmental protection" needs to be carried out in two ways, one is to "purify people's hearts, less desire to be content", and the other is "to purify society and care for others". The less people have the five poisons of greed, hatred, stupidity, pride and doubt, and the less environmental pollution of the soul will be. In this way, the healthier the mind, the more balanced and stable the physiology, and the healthier the social environment. The three methods of spiritual environmental protection practice are to calm people's minds with meditation, to generate shame and repentance at all times, and to have a constant sense of gratitude and gratitude.

The connotation of spiritual environmental protection is applied to a group of people in the social enterprise model, one of the three elements of the definition of social enterprise, that is, everyone can meditate to calm people's minds, always generate shame and repentance to examine themselves, and often face society with gratitude and gratitude. The scope of social goals of the social enterprise model can focus on individuals "Uplifting the character of humanity"; can focus on the community or society, "Uplifting the character of humanity, Building a pure land on earth "; It can also focus on nature and build a pure land on earth. Regarding the approaches of profitability of the social enterprise model, we can use the Fivefold Spiritual

Renaissance in the management of social enterprises to ensure that social enterprises achieve social goals and move forward in the direction of pursuing stable profits.

Therefore, the basis of the social enterprise model of spiritual environmental protection lies in a group of people who have invested in this work, and this group of people practice spiritual environmental protection and strive to improve the quality of people; Fivefold Spiritual Renaissance may be used in the profit approaches of business process, to solve social problems, in order to achieve the social purpose of benefiting all sentient beings.

**Keywords :** spiritual environmental protection, social enterprise

