



SOCIAL ENTERPRISE WORLD FORUM

2nd-5th September 2008
Edinburgh, Scotland

Conference Report September 2008



Office of the **Third Sector**





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1. Evaluation Summary

In our conference preparation with national and international event partners we identified the objectives below as our key targets for the inaugural Social Enterprise World Forum. We are pleased that most of the objectives have been met or exceeded, and we offer the following observations in relation to our original targets;

- **increased collaboration between leading agencies promoting and supporting social enterprise throughout the world.**

Despite time zone difficulties we received invaluable support from our international and national partners in the lead up to the event. CEiS had prior relationships with many of these agencies and this helped us to generate worldwide support and raise awareness of the event. The Social Enterprise World Forum steering group activities described in the final section of this report gives an insight into some of the planned future activities. We are delighted that the World Forum helped to establish important international relationships, the emphasis is very much on function and what we can do together to support social enterprise, nobody has the time or energy for a talking shop. It is clear that international collaboration to realise the potential of social enterprise as a worldwide movement, has just begun, we look forward to the journey and its outcomes.

- **the establishment of an annual Social Enterprise World Forum to be held in Australia in 2009 and the USA in 2010 and in other continents thereafter.**

When we began our preparations in June 2007 we had little idea that by October 2008 the venues would have been booked for the second and third Social Enterprise World Forums and a strong expression of interest for the fourth in Africa. The dates and host details for the 2009 event in Melbourne and the 2010 event in San Francisco are in the final section of this report and you have indicated that you intend to support future events in large numbers.

- **enhanced delegate knowledge and increased social impact, from networking and collaboration with practitioners and agencies from around the world**

We are aware of many new relationships established between organisations that met for the first time during the Forum. Leila Iskander will be in Canada next year to inform and inspire a new audience following an invitation from one of the World Forum participants. Robert Egger is returning to the UK to speak at Voice 09 in February in Birmingham as some of you felt that Robert could be an annual event in his own right! CEiS are preparing to send staff to Vancouver and Johannesburg to develop new partnerships to enable us to innovate and develop new models, as well as to share our expertise and experience with a new set of international partners. If you have developed new partnerships, changed your business model or started or closed a social enterprise as a result of your participation in the Social Enterprise World Forum, we would be delighted to hear from you so that ongoing developments can be publicised in the lead up to the 2009 World Forum.



- **heightened awareness of the potential of social enterprise to build sustainable communities in urban and rural settings.**

You felt that the presentations were short on hype and grounded in the reality that social enterprise has to focus on sustainability. Liam Black's keynote address was refreshing in its honesty and for its appraisal that the movement can fall into the danger of believing all that is said about it. Our aim at CEiS as a social enterprise support agency is to accelerate social enterprise growth and to build capacity so that the gap between the aspiration and expectation for social enterprise, is in line with its ability to deliver.

We were careful to try to achieve an urban and rural balance through the programme presentations and the Forum on social enterprises in rural settings had some of the most impressive feedback from the breakout sessions. It's evident from your feedback that Sophi Tranchell's story about the impact of Divine Chocolate on cocoa farmers in Ghana was inspiring and thought provoking. The issue of how farmers are treated by multi-national chocolate companies and non fair trade cocoa importers has caused a significant public agency in attendance at the Forum to change their purchasing of non-fair trade chocolate.

One of the limitations of an inaugural event is the need to cover a wide range of topics to generate momentum and build awareness. Future events will be able to deal with some themes and issues in more depth and we are exploring the possibility of a study visit programme dealing with social enterprise and first nation communities in Western Australia prior to the main World Forum in metropolitan Melbourne.

- **an increased understanding of where the market opportunities for social enterprise lie in the medium to long term.**

We had hoped that several "hot" market sectors would emerge, but the reality is complex. Sectors that might have been "hot prospects" a year ago aren't looking too robust due to the global downturn and its impact on consumer spending. There are a range of market opportunities in different countries and continents and the business focus of the event, with some grounded advice from experts like Jerr Boschee who delivered a masterclass on marketing, helped many delegates to focus on the process of identifying the right business sector based on their own market opportunities. <http://www.ceis.org.uk/files/31/Forum%202.pdf>

The market sectors of recycling and food did emerge as having significant potential. The zero waste agenda is creating a marketplace that social enterprises are well placed to participate in, although scale and competition are inevitably significant factors. The food industry is varied and we are observing an increase in organic consumption, fair trade and ethical supply, emphasis on healthy food and drive to avoid food waste. There are many social enterprise opportunities in this sector and we expect to see this emerge again at future World Forums.

- **an appreciation of the potential of philanthropy as a means of supporting social enterprise in the shift "from grant to investment"**

Financing social enterprise varies enormously around the world. This emerged as a significant challenge in developing countries where programmes to support start-up initiatives aren't as prevalent as in other regions. Michael Trail of Social Ventures Australia(SVA) led this debate



and highlighted the SVA success in establishing a substantial development programme by presenting social enterprise to as an investment opportunity to corporate partners. Delegates arrived in Scotland to hear our ministers speak about a £30m investment fund for social enterprise, recognising that growth can be best achieved where the investment readiness work with social enterprises to prepare for commercial activity is best separated from the resulting trading that can attract investment with a variety of mechanisms for “return on investment”. There is much more to be written about grant funding, lending initiatives and investment programmes as social enterprise works with institutions to develop a range of funding models that suit its needs and requirements.

- **delegates and agencies will acquire transferable strategies, systems and models with a view to directly influencing social enterprise development on a worldwide basis**

Our belief is that this World Forum has already led to several system and strategy developments that will influence worldwide social enterprise development. The agencies interested in recycling used the occasion of the World Forum to explore closer international collaboration, with some distinct common programme and activity themes emerging. The commitment of the Scottish and UK governments to developing the potential of social enterprise has already been picked up by other countries who are sending ministers and officials to engage and reflect on transferability of strategies to other locations.

The groups responsible for social enterprise legacy from the Commonwealth Games in Glasgow 2014 are working directly with Canadian partners who have developed a social purchasing portal for the 2010 Winter Olympics in Vancouver. Greater engagement with the commercial sector has emerged as a strong theme and the recent wavelength event in the UK was a very significant step in bringing the commercial sector and social enterprise together to learn from each other and establish new relationships. www.thesamewavelength.com/

In reality the impact of this World Forum on international social enterprise development will take some time to be realised. We will continue to work with the participants from this forum to promote awareness of ongoing developments and report on breakthrough events that have a significance for the social enterprise movement.

In addition to the original objectives we can reflect on a number of areas where the event has resulted in a range of outcomes, some of them unexpected.

Our work with social enterprise suppliers resulted in a much greater appreciation of the range of products and services that can be supplied by social enterprises. Some have used this experience to go on to develop new business lines as our requirement of them varied from their usual profile, but was interesting to deliver and has significant commercial potential. However all of the conference venues (and others that we considered in our planning phase) were tied to existing food suppliers and it was extremely difficult to make inroads into these relationships although two venues have since added fair trade wine to their supply list and are more open to doing business differently.



The venue and cost relationship was an interesting discussion point in the lead up to the event. The selection of high quality venues attracted significant sponsorship that covered 70% of the delegate fee and gave each of you the benefits of a range of interesting venues that showed off Edinburgh to best advantage. Our financial modelling based on venues that were 40% cheaper, showed a projected increase in delegate fees of 30-50%. Each World Forum organiser will need to take account of this and find a local solution. This will balance the range of conference facilities available, potential sponsorship opportunities, accessibility and financial risk. We are constantly on the look out for high quality social enterprise conference venues and our hope is that the range of such facilities will increase in the coming years.

Our diverse range of speakers ensured that the information exchange was of the highest quality, so high, it was hard at times to take it all in, but we know that many participants will revisit the presentations online or acquire the dvd set. Our event partners gained a lot from being amongst such an energetic and inspiring group of people. In particular our national partners have a heightened awareness of the link between the investment in developing social enterprise in Scotland and the international focus on our country. This event helped us to see ourselves through the eyes of others, as we develop a sustainable economy and a fairer society through enhancing opportunity for social enterprise as a way to do business.

It was a tremendous experience for CEiS to deal with social enterprise practitioners and support agencies who were a pleasure to do business with. We would like to thank you for making the World Forum such an enjoyable and stimulating learning experience for CEiS, we know that Social Ventures Australia and The Social Enterprise Alliance will be greatly enriched by their opportunity to host a group that has such enthusiasm for learning, energy for networking and passion for social enterprise.

Finally...

Most of all we enjoyed the fact that the event had a “buzz” that lasted from start to finish. The enthusiasm of delegates, the quality of the speakers, the diversity of the exhibitors, the busy programme all contributed to intensive networking and resulted in very high satisfaction rates in participant evaluation of the event. Participants felt that this Forum captured the beginnings of social enterprise as a worldwide movement, rather than a sector or a concept linked to charities or non-profits. Given the recent failure of many worldwide financial institutions and commercial systems, this is surely the opportunity to accelerate social enterprise into the mainstream to become a recognised business model in the 21st century.



2. Keynote Presentations

DAY ONE - Wednesday 3rd September

2.1 The role of government in supporting social enterprise



Ruth Parsons

Director of the Public Sector Reform Directorate
Scottish Government

2.1.1 Research and data

How will you ensure that impact assessment methods are inclusive and broad enough to reflect the true contribution of social enterprise work?

There are a number of impact assessment tools currently available, which make use of a wide range of different techniques. We are keen to facilitate an amalgamation of the strengths of these different tools, and in this context, we have commissioned a three year programme on impact assessment, focussed primarily on Social Return on Investment, and designed to develop and extend this model's parameters while incorporating aspects of other impact assessment methods, such as Social Audit and Accounting. This inclusive approach will ensure that impact assessment methodology and reporting provides a true reflection of the project or organisation under assessment.

2.1.2 Procurement & Finance

What is the central Scottish Government doing to include social clauses as opposed to 'best-price' in procurement contracts?

All public sector purchasing in Scotland must secure best value, which is a balance of quality and price. Purchasing also needs to take into consideration EU procurement regulations which can allow for social issues to be a factor in awarding a contract, where such issues are relevant to the particular contract. Guidance on this was issued by The Scottish Procurement Directorate in 2007 - <http://www.scotland.gov.uk/Topics/Government/Procurement/policy/manual/policy-notes/sppn062007guidance>. The results of a pilot programme into community benefit clauses was published in February 2008 - <http://www.scotland.gov.uk/Resource/Doc/212427/0056513.pdf>. The Enterprising Third Sector Action Plan, June 2008 - <http://www.scotland.gov.uk/Topics/People/15300/Actionplan> - will work with the wider public sector to ensure that purchasers are, where appropriate, maximising social benefit through purchasing.



How do you reconcile encouraging social enterprise (which are often small and local) with the drive to centralising public procurement?

Collaboration in public contracts should not be confused with centralisation or aggregation of contracts. Collaborative Procurement is about achieving value for money for the Scottish public sector through partnership working amongst public sector buying organisations. We are aware, though, that whilst we pursue a collaborative approach to public procurement where it is sensible to do so, we must ensure that we also take account of legitimate economic development issues, such as ensuring the SMEs and social enterprises are given a fair opportunity to bid for public contracts. Initiatives such as reduced bureaucracy in the tendering process, the publication of the Suppliers Charter, the new Scottish public contracts website (www.publiccontractsscotland.gov.uk) and documents such as the forthcoming “Working with SMEs - A buyer’s guide” all contribute to encouraging participation by SMEs and social enterprises.

You talked about the enterprising third sector action plan opening markets- which markets do you think will have the most potential and why?

The Action Plan looks to open up three major markets for an enterprising third sector. These are with the public sector, with the private sector and within the third sector. Currently most business is carried out with the public sector, in recycling and community care for example. We recognise that the public sector market will continue to be important, which is why we will be working with public sector purchasers to ensure that they are giving the opportunity to the third sector to help design services, are maximising social benefit through contracting and are advertising all contracts appropriately.

However, we also recognise the importance of private sector and social sector markets, not to mention selling directly to the public. Our support programme to the third sector outlined in the Action Plan will help organisations access all markets. For Scotland to have thriving social enterprises, we need to support entry to all markets. However, we do acknowledge that the public sector remains an important buyer for our enterprising third sector organisations.

2.1.3 Central/Local Government Issues

What do you see as the role of local government in facilitating and assisting with social enterprise development, and how are you engaging them in this?

There is a growing case that more could be done to encourage stronger, more consistent relationships between statutory and third sector at local level following the development of local authority single outcome agreements. We will expect to see increased partnership working between third and public sectors. Building on the concordat with local government together with the work of Community Planning Partnerships and the Local Social Economy Partnerships, we want to promote new relationships, especially around the design and delivery of services.

Public sector markets are a significant opportunity for growing social enterprises. The



Scottish Government is working with public sector purchasers to ensure they have appropriate training in the use of community benefit clauses, and that they are aware of the benefits of engaging all sectors in designing services. We also need to ensure that, where appropriate, third sector organisations are given the opportunity to bid for contracts.

Access to good business development support is vital to ensure the growth of a sustainable third sector. We want to ensure that this support is available to all organisations within the sector to enable them to grow or develop a higher quality product or service. There is an important role here for local authorities, through Business Gateway and their local economic development function. In relation to this particular line of business support, the Scottish Government is working with local government partners to ensure that social enterprises have good access to and the appropriate support from the Business Gateway services.

What key performance indicators does the government use to measure the success of its social enterprise investment and action plans?

Our key performance indicator, as set out within the National Performance Framework, is to **increase the social economy turnover**. An increase in turnover, demonstrating a significant improvement in the health and activity of the third sector, would be indicative of the success of the Enterprising Third Sector Action Plan, related funding and key components. In addition, more qualitative and detailed evaluation of individual projects and activities will be taken forward on a case by case basis.

For both - what do the Olympics and Commonwealth Games mean for social enterprise in the UK?

The Commonwealth Games are a huge opportunity for social enterprises in Scotland. We are determined that the Games will leave a lasting legacy. For us, planning that legacy - 6 years before the Games take place - is a key priority. We can achieve this through the way in which the Games infrastructure is created. By maximising social benefit and including community benefit clauses we can ensure that there is a role for social enterprise in the Games. Importantly, this will also ensure that we are able to provide support for those who need it most - for example through training and recruitment for those most distant from employment.

2.1.4 Economy/Economic Growth

Both ministers spoke of sustainable economic growth. Are we not walking blind into worldwide economic, social and environmental collapse in light of peak oil and climate change?

There are clearly a number of challenges facing the global economy at the moment, such as climate change, the international financial crisis, rising commodity prices and weaker external demand. The Scottish Government is well aware of these challenges and has taken action on a number of different fronts to mitigate their effects.



Climate change is the one of the most serious threats facing Scotland and the world. The proposed Scottish Climate Change Bill will introduce a target to reduce emissions by 80% by 2050 together with a statutory framework to support its delivery.

The Scottish Government is not waiting for the Bill to reduce Scotland emissions but has already taken action on a number of different fronts such as: Climate Challenge Fund; Saltire Prize for clean energy; and funding for energy efficiency advice to business public and domestic sectors.

Regarding peak oil - the date at which the world's production of crude oil peaks - is a current issue of debate. Recent data show that global oil reserves and oil production continue to rise. Moreover, there remains a huge amount of unconventional oils (e.g. oil sands) that are not currently included in official reserves and in which there is the potential for significant new discoveries.

This does not of course leave any grounds for complacency, oil and fossil fuels more generally are a scarce resource and the Scottish Government is in any event committed to reducing the emissions produced by the Scottish economy. Recent highs in energy prices have underlined the need to promote greater energy efficiency and conservation.

2.1.5 Engagement & Promotion

How can the Scottish Government feel they can engage and promote relationships between universities & social enterprises?

The Enterprising Third Sector Action Plan commits the Scottish Government to: “work with those universities and further education colleges that provide business education to promote modules on social enterprise. Where work experience is provided through placements, we will work to promote the placement of students with social enterprises”. As this work develops it could well include knowledge transfer partnerships and direct commercial relationships between the two sectors, helping ensure a close understanding of social enterprise in further and higher education.

2.1.6 Other comments & questions

Not all social enterprises start from within the third sector so why the obsession with the third sector?

Social enterprises are part of an enterprising third sector. We appreciate that not all social enterprises start from a traditional voluntary sector background. Increasingly social entrepreneurs are starting new social enterprises from scratch. The enterprising third sector action plan recognises this, and provides support for social entrepreneurs (including work to encourage the next generation of social entrepreneurs) as well as to more established organisations that wish to increase levels of trading and their financial sustainability.

Phil Hope MP

Minister for the Third Sector
UK Government



For countries less advanced in social enterprise than the UK, where do you suggest we start in research/data gathering in order to ensure we get the best return from investment with limited resources?

Our initial approach in the UK was to make use of existing surveys, for instance of small businesses, by adding some social enterprises questions. We have also engaged with membership organisations for social enterprises, and parts of the sector, who have gathered information for their own purposes but are willing to share information for mutual benefit. We are now launching a large survey of the whole of the third sector and investing in a Third Sector Research Centre, both of which will provide vital new information about social enterprises. The research centre will also exhibit real intellectual leadership in the academic research community promoting social enterprise (and the wider third sector) as a legitimate area of study, and in encouraging the sector itself to value and invest in understanding what it does through research. As a result of this we anticipate that volume and quality of research on social enterprise will move up a level in the coming years.

What mechanism can be used to access use or equity of dormant funds? i.e. what is the legality and process?

Legislation is currently being taken through parliament to enable unclaimed money in dormant bank accounts to be used for youth facilities, financial inclusion and social investment. In addition, HM Treasury have published a series of principles governing the scheme, including to re-unite account holders with the assets that are rightfully theirs, where ever possible. As part of this www.mylostaccount.org.uk has been established, which allows customers to conduct a free search for their money through a single cross-industry web portal. Further information can be found on the Treasury website: www.hm-treasury.gov.uk/documents/financialservices/unclaimed_assets_scheme/fin_unclaimed_assets.cfm

Subject to legislation, and clarification and addressing of any state aid implications, the Government would like to see a proportion of unclaimed assets in England used to support social investment in third sector organisations, by strengthening existing finance providers, if resources permit.



It is important to be able to measure social impact and SROI is a useful tool but it isn't always the most suitable - what is your commitment to other social accounting methods?

The Office of the Third Sector (OTS) has been reviewing the potential of SROI as one tool, within a broader context of interest in impact measurement to support intelligent funding/ investment decisions and building the evidence base of the third sector. Our work in this area will seek to build consensus about use of SROI. In the longer term, it may be possible to begin to integrate social reporting approaches.

How would creating an investment centre in London impact on the balance of mission against profit for a not for profit organisation?

Ministers and experts in the field are excited by the vision of London as a global social finance capital. The government's objective is to develop an environment which enables the third sector to thrive and access to finance is key to improving the sector's growth, sustainability and fulfilling its role in social and economic regeneration. The third sector can benefit from a wide range of financial products from grants to equity to loans and government's role is to help ensure third sector organisations are able to access the finance appropriate for them. Equally, individual social enterprises will develop the legal form, business plans and investment opportunities most appropriate for them.

Can you and are you willing to seek changes to state aid rules where social enterprises want to invest in areas of disadvantage/areas where private businesses are unwilling to invest?

State Aid rules aim to ensure fair competition, prevent serious distortions of competition and help achieve fair markets. They are born of over 50 years of European co-operation and apply across all Member States.

Specifically, the guidelines on state aid for undertakings in deprived urban areas currently state that "public financial assistance benefiting certain categories of firms, such as small enterprises engaged in local services or local employment initiatives, cooperative, mutual and non-profit associations and enterprises involved in reintegration work should not, in general, constitute State Aid". If investment does not distort or have the potential to distort competition, then it will not represent State Aid.

So the UK government is not seeking changes to the rules in this regard. However, we are looking for greater clarity around how the rules relate to government support for the third sector. For example, we are working together constructively with European partners to harness support for the potential of a social investment wholesaler. This reflects the UK Government's position at the forefront of innovative policy development in the field of social investment and the UK's place as a global leader in this area.



What links and integration between UK government and Scotland is there and how do we ensure we maximise the opportunities presented by both?

Representatives from OTS stay in regular contact with officials from the Scottish Government, as well as those in Wales and Northern Ireland to discuss current policy and ensure appropriate links are made. For example, OTS's new SROI project will run alongside a complementary project to be funded by the Scottish Government's Third Sector Division (TSD) www.cabinetoffice.gov.uk/third_sector/Research_and_statistics/measuring_social_value.aspx

What do the Olympics and Commonwealth Games mean for social enterprise in the UK?

The Olympics and Commonwealth Games provide opportunities for social enterprises to work with partners, or win contracts, in areas they may not have previously considered. They are already providing opportunities for social enterprise to build links with policy makers, public sector delivery agencies involved in the games and private sector companies.

For example, Social Enterprise London has established the project "Winning with 2012" built on consultation with social enterprises which represents social enterprises from across the country to the 2012 policy makers and procurers and provides a springboard for procurers and policy makers to meet with social enterprises to discuss the important role they can play in creating a legacy from these events. A key outcome of this has been to understand the importance of encouraging social enterprises to work with upper tier contractors on major projects and of training commissioners in understanding the work of and engaging with social enterprises. Some major contracts have already been awarded to social enterprises.

For example Hackney Community Transport is supplying all the transport for construction workers working on developments for the 2012 Olympic games. Details of the "Winning with 2012" project and information events can be found at www.sel.org.uk

How do you think we can work together to change the culture of more traditional UK third sector organisations to move towards social enterprise?

Social enterprise is not the answer for every third sector organisation, but where organisations are keen to become more entrepreneurial, and harness the market to meet their social or environmental gains, government is keen to support them. The social enterprise action plan, launched in November 2006, sets out government's ambition to create an environment for social enterprise to thrive, and commits to a range of actions across government departments to support this. These actions focus on fostering a culture of social enterprise (through raising awareness and building the evidence base), ensuring access to appropriate business support and enabling access to finance, as well as enabling social enterprises to work with government.



What do you see as being the key difference between a social investment wholesaler and the function of the Social Stock Exchange? Would the South African Social Investment Exchange (www.sasix.co.za) count as a wholesaler? Do you see those as “for profit” or “for social profit” initiatives?

Much like an investment bank in the mainstream markets, a social investment wholesale institution could support those who invest in charities and social enterprises and enable third sector organisations to access finance they need to grow, thrive and become more sustainable. For example, a wholesaler could finance Charity Bank’s expansion into new areas which mainstream markets don’t reach, could support a grant-making trust interested in investing in social enterprises, or could provide financial backing to a social enterprise lender offering fair finance to those at risk from doorstep lenders. A social investment wholesaler would fill the gap between investment banks on one hand and charitable trusts and foundations on the other, helping investment in charities and social enterprises towards becoming a recognised asset class, like property, cash or bonds where investors choose to place some of their capital or individuals choose to put a certain percentage of their pensions.

A Social Stock Exchange would be an exchange within the social capital market in which investors interested in a blended social and financial return might be able to make and trade investments. We are very interested in the work being funded by the Rockefeller Foundation to explore the feasibility of a social stock exchange, and working closely with stakeholders within the social enterprise and financial sectors. We are keen to learn from the South African Social Investment Exchange.

In terms of ‘for profit’ and ‘for social profit’, social investment is investment for a social purpose. These two ideas would encourage social investment. The government is interested in how both models could drive more effective mutual interaction between the so-called ‘triple bottom line’ of greater economic growth, social cohesion and sustainable development, creating social, financial and environmental value.

To move SE from niche to mainstream, what can be done to move from ‘individual entrepreneur’ to larger concept of ‘social entrepreneurship’? (Please further elaborate on the statement made in closing remarks)

A major short term barrier to social enterprise is that many people who might buy from, invest in, work with or start a social enterprise may not have the right knowledge or understanding to make informed choices. We need to create a culture of social enterprise from the classroom to the boardroom. Government programmes which seek to raise the awareness of social enterprise among a range of audiences aim to address this. For example, the Social Enterprise Ambassadors encourage social entrepreneurs to share their stories to inspire others. See also our recent work on the next steps for creating a culture of social enterprise: http://www.cabinetoffice.gov.uk/third_sector/Research_and_statistics/social_enterprise_research/promotion.aspx



2.2 Funding Social Enterprise



Nigel Kershaw
Big Issue Invest

2.2.1 Funding & Investment

If private investment comes in, how do you accept that money without giving up control of the social objectives of the organisation?

By the terms you decide and negotiate with the investor.

How does the Big Issue Venture fund work in terms of it giving money out - do you apply for risk capital in to your social enterprise?

We invest rather than 'give out' and we attract risk money into the Fund and it is the Fund that makes the investment.

Should a financial return on investment made to social enterprises be capped? If so, at what level? (so as not to continue to increase the gap between wealth creation for some, and depletion of resources for others)

I think capping is too restrictive. I am not sure of the argument about increasing the gap as if the cap is restrictive then investors simply do not invest and that creates a gap itself.

Are you going to bring the Big Issue investment fund to Australia? (we have the magazine)

We would love to.

Do you think it would help if the UK tax system was simplified so that the charitable tax reliefs for trading were wider so that charities did not have to set up trading subsidiaries?

That is one way though I am proposing that social enterprises, which include trading arms of charities, should be eligible for tax incentives for investors such as VCT and EIS.

What is the problem in private sector investing in a coop model?

The control they might exert on other co-operators. If the control is limited then investors may take less risk.



2.2.2 Benefits/Incentives/Aims

Can you illustrate risk investment in social enterprise and other benefits in the approach you are advocating?

Belu Water was a start up and it was inappropriate to saddle it with high interest payments at the start so we structured a loan and 'royalty' investment. Framework/Regulatory.

Do you believe that the current regulatory frameworks are preventing people entering the sector?

Yes - for example we are seeing more young social entrepreneurs setting up companies limited by share and 'just doing it'.

2.2.3 Other comments & questions

If caps on interest are removed from CICs how can we guarantee that the asset lock will be taken seriously given it is key to this legal form of company?

Good point. Maybe by keeping the asset lock enshrined in the M&As and ensuring the control is still with the CIC to prevent asset stripping through dividend payment. Maybe some regulatory control that compares annual balance sheet dividend and P&L ratios. Need to get the experts to structure a control.

Do you agree that there should be tax relief for donations to not for profit organisations, rather than just to charities?

Not sure about tax relief for 'not for profits' as charity tax relief in place. I am sure about tax incentives for trading social enterprises, that may be charities or subsidiaries of charities, that distribute profit or surpluses to enhance their social mission.

Michael Trail

Founder and Chief Executive of Social Ventures
Australia



2.2.4 Funding & investment

What are the tax incentives for giving / investment in Australia? Do these extend to pension fund investments in social impact initiatives that do offer a commercial return?

The major tax incentive is that contributions for eligible (Deductible Gift Recipient) charities offer a full a tax deduction - at the top marginal tax rates in Australia (45% for income over \$180,000 and 40% over \$80,000) this is very significant. There is no tax incentive for pension fund investments in social initiatives offering a commercial return.

On SVA do investors/philanthropists get a financial return on their investment or is it more in the form of a grant?

SVA funders get very clear reporting that tracks key performance metrics on social impact and returns; virtually all of our funding commitments are grants. In the case of social enterprise investment, we do have funding sources providing 'soft' debt for low interest rates in some ventures.

How do you find organisations that can absorb social venture funding especially in countries/communities that are not aware of what a social enterprise is?

Create a precedent and market the hell out of it! We spent a huge amount of energy and effort structuring the first acquisition (Bonsai Social Firm) with a mix of commercial debt, private funder 'soft' debt and government grants - this has become a very significant precedent in proving what is possible in a newly emerging market.

2.2.5 Australia specific issues/questions

What lobbying and advocacy is SVA doing in Australia to influence policy development around creating appropriate legal structures for SEs and incentives for risk taking investment into the sector?

We are at the front end of this, and the Social Enterprise World Forum was very useful in providing guidance and precedents based on UK and Scottish experience. We have been engaging more intensively with the recently elected Federal Labor government who are very interested in the social enterprise space, and the hosting of the Forum in Australia next year will be extremely important in advancing the cause.



How do SVA use SROI to identify the social enterprise winners and how effective is it?

As I emphasised in the SROI session, we use it as a tool to test the kind of returns we are getting. At this point it has not been widely enough used - although we have completed about a dozen SROIs across the portfolio - to provide meaningful comparative data.

Has the new government in Australia changed the focus on social enterprise and if it has, how has it done this i.e. policies, funding etc?

Early days! Lots of chat and interest, not much action and funding as yet. World Forum 2009 will help accelerate all this...

Has social entrepreneurship model made inroads in to aboriginal disadvantage?

The short answer would have to be not significantly at this point, although there are several points of light that highlight how meaningful enterprise and job creation in indigenous communities - and especially those located in areas in Australia where there are no shortage of enterprise and employment opportunities - can be. (Forum attendees Kevin Fong based in Broome and Leah Armstrong in Newcastle are great examples of this; they are providing real employment and training outcomes). A recent visit to northwest Australia by the SVA team highlighted how our mining giants need to do more on this front.. the diamond miner Argyle based in Kununurra have a 25% indigenous employment rate (excellent, and reflecting a genuine community engagement); further south in the ore rich Pilbara, BHP and CRA have targets of 10%, which they are not achieving.

You mentioned that Australian government is 5 years behind UK - can you identify other countries that are ahead of or behind (Canada?) the game (hasn't lack of government support been a good thing?)

Interesting question... I am very mindful of Liam Black's counsel at the Forum to Antipodeans and North Americans envious of the obvious engagement and enthusiasm of UK and Scottish governments: "be careful what you wish for!" I think there is an argument that having to do social enterprise without government funding in the first instance means there are precedents formed and shaped which government can then embrace and support. I see our challenge in Australia as facilitating and enabling this without the dead hand of bureaucracy messing with the delivery and financing models and am particularly compelled by the matched funding models where government supports - but does not get in the road of - smart social enterprise initiatives.



How does your model of backing proven winners shift power to those who are excluded?

We don't back away from the need to pick 'winners' in the sense of proven social entrepreneurs and we work very hard to ensure that with appropriate support the programs and ventures they drive are given every support to engage in communities of need. But we won't (as government so often does) put a program or funding into a community unless there is both the community engagement AND leadership required to maximise its chances of success.

2.2.6 Other comments & questions

What can we do to encourage high end net worth entrepreneurs to become more involved in social enterprises?

Belief. Believe that there are many people who have done well who are interested and want to connect - personally and financially - in your work. If you start with a sceptical view you won't get past first base.

Inform. Share stories, present information that highlights the quality and integrity of your work. Put it in language that those you are talking to understand. Results. Impact. Performance. Investment. And don't forget the stories of changed lives.

Connect. Find ways to engage those who express interest in your work. Build relationships of trust and understanding. People give to people so find ways to connect the head and heart of those who are interested in your work to your cause.

Ask. Where many of us trip up... Once the relationship is established, asking is critical if you are to convert! Use language carefully and remember... you are inviting people to consider a social investment that will produce tangible outcomes. This is an opportunity for them, not a favour to you.

Manage. This is fundamental. As SVA Leadership Council member and global fundraising guru Kingsley Aikins reminds us: "Consider any contribution to your organisation as a down payment." The start of the relationship is the first donation. Managed appropriately, your most valuable asset is an existing funder who gets and supports your work. Our history in six years is that the growth of our annual funding base from \$250,000 to \$8m has been underwritten by increasing contributions from social investors who get and believe in our work, and want to do more with us.

We run well received workshops on the ICAM framework (Inform -> Connect -> Ask -> Manage) and are happy to share the content on this. I would also strongly recommend the brilliant and succinct 101 Fundraising Tips written by Kingsley Aikins and available for downloading on The Ireland Funds website (www.irrfunds.org)



2.3 Social Enterprise Waste Management Initiatives



Laila Iskander

Managing Director of Community and Institutional Development in Egypt

2.3.1 Perspective on waste

What happens to the plastic pellets after they are broken down?

They go into industry as feedstock for a host of final products, if they are granulated they might come back as hangers, buckets, house ware, etc. If they are pelletized (more complicated and costly) they come back as sewage pipes.

What is the recycled cotton used for?

If it is recovered from household waste soiled, it is ground up and stuffed for mattresses and pillows to be put on the floor in low income homes. If it is recovered from textile factories, it is ground up for mattresses or handicrafts, e.g. hand woven bags, quilts, etc.

How is the 'organisation' structured - what is your role specifically?

The 'organization' where I work is for profit social enterprise. We link up to other 'organizations' of which I am a volunteer member. These are NGO's. The garbage collectors themselves are organized as small, family owned private enterprises. They are not organized as a cooperative.

The logistics involved are huge. What are the key learning points that you can suggest for recycling enterprises over here?

Keep it small, privately owned or cooperatively managed because this makes the owners better at finding markets and negotiating prices, keep it simple, low cost and labour intensive, close to point sources of materials generated and as close as possible to markets.

How do they share the income?

They do not 'share' the income. They each own their own income from the recovered materials emanating from the collection of household generated materials. Each covers about 600 residences per day, i.e. an average of 1 ton per day.



How do we encourage people to take control of their own waste without the driver of necessity/poverty?

We live in an age where the price of oil makes plastic lucrative, where the price of cans also is lucrative, where materials are becoming scarcer and consumption patterns have become more wasteful. I feel that in each society, even affluent ones, we need to appreciate the VALUE of these materials and approach them with a commercial attitude and strategy. We all have poor people in our communities. If they are not well fed, employed and busy they are at risk of making our streets and neighbourhoods unsafe.

Also, how do we get local council/regulations to allow us to do it?

We lobby for changed laws which categorize these items as 'materials' not waste. We lobby for a different way of 'contracting' services. We demonstrate the criminality of burying or burning these materials.

Can you see any useful partnerships that you could make in the Northern countries?

Indeed. One such would be to import non toxic materials from the North as a first step. The second would be to send you our recycling 'experts' to show you how to sort manually, process and trade as a social program, if not a purely enterprise one

Without poverty, what motivating factors can we employ to get this to happen?

Commercial and environmental motives to profit from as a mainstream enterprise and as a response to the hazards of land filling and incineration.

How can we change western perceptions regarding 'trash' to help people realise its value?

More public awareness, messages, education in schools, videos from the developing world, changing its name officially and colloquially from trash to 'materials'

How do you protect the people if there is a fall in the oil price?

They will divert their trade to other less lucrative local markets which abound in our economies. They will not make huge profits but will still make a decent living.



2.4 Changing Societies



Thorkil Sonne
Specialisterne, Denmark

2.4.1 Company setup/structure

Why create a new company at high cost instead of joining with a natural, existing partner?

I tried to persuade my old company to establish a business area covering people with a disability, but I was wisely advised to go all the way with my vision - and doing so, I had to go alone as I will need to be able to navigate rapidly decision wise. A multiple-ownership might have made it very difficult to change direction.

Have you ever considered providing the workers with an interest in the company or is that counter-productive to their expression of skill?

Yes - I have considered it. But I have chosen to stick with the straight 100% ownership as I want to keep things simple.

What is your dropout rate for young people with autism working/training at Specialisterne?

We don't have statistics on this issue. But my impression is that the lengths of the employment durations at Specialisterne are significantly greater than at traditional employment.

What happens to the trainees you don't hire?

We try to use our network to find the best possible solution for their next step. We hired a social advisor to support the trainees in this process.

2.4.2 Company expansion

Are you going to expand in Denmark as well as internationally?

Sure - I want to create as many jobs for people with autism as possible. Internationally my ambition is to create Specialisterne owned companies in markets like UK, Germany, US - and use the expanded knowledge base to establish a kind of social franchise/ license/consultancy to spread the knowledge as effectively as possible combining knowledge from 5 years of operation with the local drive, knowledge and ownership of a local business person or social enterprise.



2.4.3 Autistic/autism issues

What other type of tasks could autistic employees perform in a commercial context?

I can think of very many tasks that will fit perfectly with the autistic traits like strong memory, persistency, structured way of working and attention to details. The IT market is our starting point as that's where I had my background when I started. We will develop and document new business areas when we see a business opportunity adding services to the portfolio.

What research indicated these strengths within ASD?

I don't know - I have a very practical approach and note the strengths we see in our employees.



DAY TWO - Thursday 4th September

2.5 Opportunities for social enterprise growth from changes to world and local economies



Charles Leadbeater

How does a society learning and innovating to meet new social challenges and create more effective solutions to existing challenges?

Social enterprise is vital to a society's capacity for distributed learning and innovation to identify and then address social challenges.

Often by taking issues and solutions that start in the margins, that appear marginal, and making them mainstream.

Radical innovation rarely starts in the mainstream.

Mainstream organizations both public and private have strong incentives not to innovate but to incrementally improve the return on their existing assets, strengthen existing relationships and products.

Our current ways of addressing emerging needs are deficient.

The market and corporations have ways to understand and identify emerging needs, even to create unmet needs and new ways. The apparatus of marketing and advertising does that. The process of R & D and innovation is organized around that. The venture capital industry funds start ups turning new ideas into products. We have a systematic capacity to create change through markets and corporations. But this is mainly focussed on serving consumers who can pay. Large corporations do not like uncertainty. Radical innovation in emerging, untested markets, with consumers who are poor, is often too risky, low margin and hard work for the private sector.

The other way we have to identify and address emerging needs is through politics, government and the state.

Voters and politicians decide what needs should be address through public spending and taxation. But this too has big limitations. The process tends to be very cumbersome and drawn out. It takes a long time.



Politics tends to reward middle ground issues, that affect the median voter. It often cannot address niche, marginal or emerging issues. Public services tend to be quite cumbersome, silo based, departmentalised, running large institutions with their own top down targets. As a result getting innovation into public systems is often hard.

Social enterprise matters - businesses with an explicit social mission which is their guiding purpose - because it is a vital part of addressing needs in new ways. Social enterprises do two vital things. First they say to society - “this matters” - they identify issues that should be addressed. They draw society’s attention to issues that would otherwise be marginal - the needs of the homeless, drug dependency, saving and borrowing for the poor and excluded. Secondly, they say - “and something can be done about it” - they create new solutions to these problems which gives people a sense that a solution is available. They are not powerless.

That distributed capacity to identify needs and create solutions is more important than ever for three main reasons.

First, we need new solutions to ingrained social problems - of inequality, education, community renewal, health - in the developed and developing world which have defied traditional, often top down approaches. Second, there are a range of new challenges we face which need new solutions, from climate change, to aging, the social consequences of globalisation (immigration, fair trade, urbanisation) to chronic disease. Third, the context in which we address these challenges is shifting in two important respects. One is the rise of a more democratic culture - the expectation of universal rights to recognition and fair treatment - even if formal political systems are not democratic. People increasingly expect to and through the web can have a say.

The second is the increasing diversification of needs, from global challenges - climate change - to ultra local or highly specific ones. That diversity means that solutions need to be tailored to context. Nation state solutions are often ill suited to either.

This is all leading to the creation of what I call the New Middle Ground, where old distinctions between left and right, enterprise and social mission start to fade away.

Social enterprise is part of this new middle ground. What are the components of that New Middle Ground.

- The state cannot go it alone: it has to get into the bloodstream of society to really bring about change. Social enterprise helps to make this connection.
- Markets need a soul: all over the world people are searching for something more to their lives than work and consumption. Social enterprise speaks to this search for something more.
- Social enterprise is not just devising new products and services. It is helping to reinvent the social character of our societies. In the UK and certainly in its large cities many people feel the idea of “society” is too large, distant and abstract to make much sense.



The old collectives of class and nation, unions and occupations, make less sense as a source of solidarity and belonging. But at the same time people do not want to be lonely, isolated and atomised individuals. To live life as an isolated individual is for most people - other than those who are monks - a failure. What people crave - what makes the difference between a full life and an empty life for most people are relationships, with friends, family, neighbours, people who share common concerns, values and interests.

Social enterprise is providing people with that sense of social connection, at a scale, around issues that count for them.

How does social enterprise help to populate this new middle ground?

Over the last ten years of extraordinary growth and spread of the idea of social entrepreneurship I think we've learned a few things about what makes it work.

- Social enterprise needs an animating purpose.
- That matters in part because all innovation and especially social innovation is a highly collaborative activity, combining different skills. An animating purpose is what draws people together.
- Social innovation is a highly iterative, interactive process of trial, error, learning and adjustment, with the people who social enterprise serves and tries to help.
- Social enterprise can come from many different routes: community based organisations; out of campaigns; start ups with a social mission; spin outs from the public sector; corporate efforts.
- What matters is whether an organisation has social impact, not that it has a particular form. Social enterprise is not just a way for charities or not for profits to earn a bit of extra income.
- Social enterprise can spread and grow in many ways, through organisational growth, diffusing principles and values, franchising, imitation, take over. What really matters is finding the right way to grow for the kind of innovation involved. Some will scale through products and technology, other through the diffusion of principles.
- What really matters in this is the interface between social enterprise and other sectors. We want social enterprise to grow as a sector. But even more important is that the principles of social enterprise - using business like, entrepreneurial approaches to create social value - are taken up in the private and the public sector. Changing other sectors is as important as growing the separate social enterprise sector.
- Finally, social enterprise is rarely just about delivering a new solution to people as consumers. It can be that. But most often it involves creating, developing capabilities with people, so they are better equipped to run their own lives.

All of this comes down to a simple design principle which seems to me to be at the heart of social enterprise - the with principle.



The world of to and for.

Traditional, corporate, top down, departmental solutions work for people but often seem to end up doing things to people. The bank call centre says its working for you but often it seems to be doing things to you. The social services department is designed to help people in need, but often the services feel like they are doing to you. Politicians say they are working for you but often they seem to be spinning messages at you. Companies say they work for consumers but treat them like targets to be aimed at. And of course often people feel the market - that great abstract force in people's lives - is doing things to them, uprooting their job or industry or community rather than working for them. All too often services, experiences that start out by claiming they are working for you seem to end up doing to you.

The world of with.

Social enterprise is part of the emerging with economy: they identify problems with people and devise solutions with them, building capabilities that allow people to go on and sustain themselves. With can be a way of working: working with people. With can be an organisational form and ethos: partnership and networking. With is central to the process of innovation, driven by creative collaboration. With should be the guiding principle of politics in liberal communities - working with people to find a way forward. With is at the heart of the great social enterprises - Grameen, Barefoot College, Wikipedia, Linux open source software. What do social enterprises do? They identify problems, challenges, issues, opportunities with people affected. They develop capabilities, skills and capacities to respond with people, partners and other agencies. They devise solutions that work because they work with people. It is not rocket science: just think with, not to and for. And it might sound simple, trite even. But in a world where so much of our lives as voters, workers, consumers seems to be bound up in things being done for us and to us, the idea of with has transformative potential.



2.6 Achieving wider impact with young people



Jim Schorr

Centre of Responsible Business at
Haas Business School

2.6.1 Net Impact

The need for social enterprise is even more in developing countries. What does Jim see as the role for Net Impact in these areas?

At this time, Net Impact's mission and strategy is to work with college and graduate students to develop awareness and knowledge of opportunities to use business as a catalyst for social impact among the next generation of leaders. Given that, and given limited financial resources, Net Impact is focused primarily on the regions of the world where these students are most prevalent. While we recognize the need for entrepreneurial support in the developing world, other organizations, like Ashoka, are currently better positioned to address that need. Net Impact will remain focused on developing leadership in more developed regions where large numbers of college students exist, and we anticipate that many Net Impact members from these regions will continue to innovate social enterprise solutions for the developing world as they have in recent years.

2.6.2 SE and Academia

What is the difference between teaching students about social enterprise and teaching students about business?

Teaching students about social enterprise is about opening their eyes to the potential for social impact in business, not just focusing on the economic impact. Integrating financial & social priorities into a business is complex, and teaching social enterprise gives students an opportunity to learn from many real-world examples how it is being done successfully.

How do you encourage academics to put their ideas and thoughts into action?

Encouraging academics to be more practical or real-world with their thoughts and research is not a part of my agenda. My work is principally with students.

What are the strengths and weaknesses of universities being used for developing social entrepreneurs?

The key strength is the opportunity to influence the career paths of a significant % of the next generation of leaders - for example, 40% of students in the US attend college



or grad school - at a time in their lives when they are hungry for inspiration. The key weakness of this approach, I suppose, is that most people do not attend college and will not have access via this channel.

How do you filter post grad-level courses down and make them accessible at vocational training level, so that community-based initiatives can benefit?

We do not currently filter down post grad-level courses to the vocational level. But many community-based initiatives can and do benefit from post grad-level exposure, because the leaders of these organizations have post grad-level education.

Academia obstructs creative capitalism, any thoughts?

An exclusive focus on traditional models and methods of capitalism within academia in general, and business schools in particular, does obstruct innovative thinking about how capitalism and business are evolving toward a more blended value, stakeholder-driven approach. But academia has come a long way in the past 15-20 years, and many major universities - including Harvard, Stanford, Berkeley, Columbia, Duke, and many others - now have significant levels of coursework and other content that exposes students to social enterprise and other progressive ways in which business is being used as a vehicle for social impact. Academia is quickly becoming a place where “creative capitalism” can be developed.

If universities are encouraging learners to be enterprising why should they focus specifically on social enterprise? Should they not be encouraged to critically question the efficacy and efficiency of SE together with other enterprise models?

No universities are focused specifically on social enterprise. In all cases, social enterprise education serves as a complement to a more general & traditional curriculum, and social enterprise is explored in the context of other models.

2.6.3 SE in America

What do you see as the principal differences between SEs in the UK & the USA or are there any?

The principal difference between SEs in the UK & USA is in involvement of government in the field (where it is minimal in the US and substantial in the UK) and in the availability of other capital to fund SE (where philanthropy is robust and accessible in the US and much less so in the UK). In terms of SE business models, approaches, and issues, things in the US and UK are much more similar than different.



2.6.4 The younger generation

How do we join up the enthusiasm of young people with the experience of older people?

This is a big opportunity and a great question...and one for which I do not have a ready answer. In the universities, the experience of older people is put to use by having people with great real-world experience serve as “adjunct” professors (where they are part-time independent contractors, not full-time employees). In my classes, we always bring in the most successful social entrepreneurs as guest lecturers, so that students can learn from their practical experience. Other ways of involving the experience of older generations could be quite useful.

Liam Black

Co-founder of Wavelength



2.6.5 Integration of SE

What are your top tips for finding and approaching businesses to ‘partner’ or work with?

Be very clear what you want, who is the best person to talk to and when. Start by thinking through what’s in it for the potential business. Does your offer help them solve a business problem, offer them pr opportunities, address talent development need, what? The thing most corporates complain about is that potential partners do not think hard enough about the win/win.

Why limit the sectors colliding/collaborating to two? This is a unique opportunity to pull down the silos ... there are entrepreneurs and those wanting to use their powers for good in the public sector too...

Absolutely, there are many great people and ideas in the public sector. But a threesome is a difficult thing to do! That is a challenge for someone else. I’m sticking with the private and social enterprise space for the time being.

Could social enterprises be important public services? What would be the risks or benefits?

Of course, public services could do a with a big injection of enterprising innovation and some social entrepreneurs should be doing that. Big risk is do they have big enough assets and resources (and the people) to be able to deliver large scale contracts.

Can you give more specifics about engaging/influencing the private sector? Are you suggesting immersing in the traditional business space to influence their business models, challenge beyond CSR...and/or recruiting their leaders to help develop existing/new models of social change businesses...and...

I am not advocating any particular form of collaboration. That as I said in my speech will look at different places and different industries. I would certainly expect that different models will emerge over time.



2.6.6 SE and entrepreneurs

Does every social enterprise need a social entrepreneur and where does the social entrepreneur sit in the social enterprise framework?

I think at start up you need a social entrepreneur (or more) - you need the drive and energy of a driven nutter! But over time you need socially enterprising management and not all social entrepreneurs are good at that. Happy the social enterprise, whose founding social entrepreneur knows when its time to create a robust management culture and move on.

2.6.7 Wavelength

What exactly will Wavelength do? How similar is it to Pilotlight?

See our website for what we do www.thesamewavelength.com
Don't know anything about Pilotlight.

2.6.8 Third sector

How would you re-brand "the third sector", what would you prefer it to be called, the sector is so big would people agree with any catch all term?

Ooh, dunno! I'll have to think about that one but you are right that any handle will be insufficient.

2.6.9 Public/private sector issues

Should SE intermediaries step away from the obsession with public sector procurement?

Yes - or at least put half the effort into brokering the space between the se and the private sectors. I wonder though if they have the contacts and experience to do it right.

2.6.10 Other comments & questions

What should be the 5 major components of the social enterprise ecosystem?

Great question.

1. Smart ways of communicating and spreading learning.
2. Clever and deep connectivity into all sectors.
3. Willingness to verify impacts.
4. Unrelenting entrepreneurial drive and passion for equality!
5. Excellent food and drink!



Does the SE movement necessarily have the right values? It claims a mandate for change - with what justification? Is it desirable - either for the economy or society - for SE to be a 'movement'?

To be honest I'm not that interested in your values or mandate; I'm interested in whether your business reduces poverty and inequality or not. These things are not unimportant of course but spending lots of time discussing them is in my experience an excuse for mediocrity in business delivery. There will be a movement if there is the desire to have a movement. It's that simple really.



2.7 Social Enterprise is the Right Way to do Business - It is a Business Model for the 21st Century



Jim Fruchterman
Benetech

Any thoughts on the triple bottom line?

I'm all for it. Not every venture has as crucial an environmental bottom line as its social/financial bottom lines. Not sure what the environmental bottom line of our human rights work fighting war crimes would be.

Are you ready for scaling up and how are you going to do it? Also what about all of your other interests/projects?

We are ready. Benetech has built a track record of making successful technology tools for social needs by focusing on the users. We have also reached out to many tech leaders and philanthropic funders over our nearly twenty years. It's time to use that credibility to help society on a bigger scale.

Did your credibility with your book reading technology give you an advantage for future funding? How would people with no funding background break into getting funding for their social enterprises?

Yes, it did give us an edge, but then we had to succeed a second time to keep on track! But, all social entrepreneurs have to start somewhere. We were lucky to have our first one not require a lot of money to get off the ground.

How do you measure your impacts?

Technology ventures come with many metrics built in: number of users, amount of activity and so on. So, we have a good handle on how many active users we have of a given product or service, and how they are using the capability (while respecting privacy). We are big fans of using benchmarking to compare our solutions to the status quo: if we can do a given social task for one tenth the cost, that's probably a good thing!

Is selling a social enterprise and using the proceeds to fund new enterprises a realistic model for more enterprises to consider?

It happens more frequently than people realize. But, we don't have expectations that it will happen very often. If your venture becomes highly successful, it's worth considering



whether more social good could be delivered by selling off the enterprise and using the proceeds to start several news ones, as we did.

Are there any other areas of ICT that you think could be of interest to social enterprises?

I think information technology has tremendous applications in the social sector, and it also has pretty good profit margins. As a social enterprise, we use these margins to reinvest in our projects and to expand into areas that are not as profitable, such as the developing world.

Was there a perception of unfair competition among local competitors (bookstores, etc...) and if so, how was it resolved?

Not really, because bookstores don't sell many products that blind and other print disabled people can use. As long as we stick to the one or two percent of the population that is really disabled and can't use the commercial printed book, we don't run into much controversy.

How can we create the circumstances that allow students with ideas like the one you had in the 70s to turn them into reality more quickly?

I believe that the Internet and the Web have lowered the barriers to innovation and creating new applications on the web. So, I am very hopeful it won't take ten years for a student to realize their vision these days: they might have it working by the end of the semester.

What are your thoughts on how we stimulate and develop a new class of politicians to support social change?

Wow, that's beyond my engineering brain. I'm just trying to encourage more technical people to get involved.

Is Bookshare.org available in the UK?

We've just started making Bookshare.org available globally. However, we need to get permission from authors and publishers to serve people outside the U.S., where we have a copyright exemption that gives us the ability to serve disabled people inside the U.S. without needing permissions. That campaign is going well: publishers are generally a very socially responsible lot and we expect to be able to replicate Bookshare around the world.

What's the next business for Benetech?

Raising the Floor is our new initiative, where we want to get disadvantaged communities around the world access to technology and the information they need for education, employment, health and social inclusion. We're trying to get the technology community excited about this: we've built all of this great technology and it's definitely within reach to see that it helps all of humanity, not just the top five percent!



Robert L.E Egger
DC Central Kitchen

What is your design specification for the new politicians?

One who understands the economic potential of the Non-Profit AND Social Enterprise sectors, as well as the power of channelling the energy and ideas of millions of volunteers. All too often, we get fuzzy language or lofty words....”I heart Social Enterprise.”

I want to hear from candidates who fundamentally understand the richness of our communities, and who offer a plan of action that boldly states how they will channel those resources, what outcomes they want to achieve, and how we will be able to measure success.

BUT....to get that kind of a candidate, we will need to also create incentives for candidates to be this bold. We often get vague promises because politicians think being bold means losing the election. We need to show that we will work to get them elected - that there is a constituency out there for this kind of new thinking

Do you think we should, as a movement, be exploiting the internet more effectively? If yes, how?

YES...the evolution of revolution demands that we use the internet to build a modern, bottom up movement, where students, volunteers and (most importantly) everyday consumers learn that they have HUGE power. When I say revolution, I’m not talking about going back to 1968, or prolonging the ineffective US vs. THEM approach - rather, I seek a way to develop an enlightened consumer/voter who, in their daily commerce or through their votes, creates incentives that drive businesses or politicians into a new era of thinking. In short - I seek to flip the energy of the boycott, and develop a buy-cott model - kind of a Capitalism 2.0. I think the power of the internet, as evidenced by networks like You Tube, Facebook, or KIVA, are amazing examples of how quickly a new idea can be forwarded, and then acted upon by everyday people. That was the point of my “the first can follow and the last can lead” story - no large social movement ever works unless regular, everyday folks have a way in. Media, including the internet, have a huge role to play...and the internet is the cheapest, fastest vehicle that is available.



What motivated you to volunteer in the first place? And continue on this road away from nightclubs?

God only knows - I often wonder where I'd be if I had not gone out that night, to "feed the poor." You have to understand though - I was always into change. My first vehicle was the power of music, which I saw bring races and generations together as I grew up in the 60's and 70's. I wanted to create shows (versus hire bands) that would use music, art, dance, or satires to subtly suggest new ideas about how our community or country might function. I just happened to also believe there was a huge market for a club or a musical genre that would espouse such ideas with a beat - hence my early interest in what is now known as Social Enterprise (and the Clash). I just transferred that same creative energy into the Kitchen. Make no mistake - the Kitchen is not a charity, or even a non-profit - its my nightclub, and we put on an amazing show, everyday, designed to get folks to think, and then act, differently...whether it's the "homeless" people who come for food or training, volunteers who help cook, chefs who help teach, funders who give us dough or politicians who come down from the US Capital to get their pictures taken. They are ALL part of our audience.

By the way - we call our strategy the "calculated epiphany." I know what I want people to think, I just try to avoid telling them what to think, or saying out loud. In the end, I want it to be their idea....then they leave anxious to tell others. I just set the stage, and let the "show" do the rest.

Still...I wonder at times whether I should re-explore the venue of entertainment, as I think it's still a faster way to get the Trojan Horse through the gates. That's why I'm now looking to develop a TV show that would take Americans on a journey to visit amazing programs at work. I think an entertaining show that would give people working examples of dynamic, earth shattering social enterprises at work could, very quickly, broker an entirely new level of demand for our work, and then usher in a bold new era of innovation.

If you had a few key messages for us to collectively deliver to politicians, what would they be?

This is BUSINESS. You want to know what a community looks like without social enterprise or nonprofits - it looks like Death Valley. If we, as a culture or a society are going to invest billions annually in an effort to make our communities better places to live, work and raise a family, then let's get serious about our resources and pull them all together, so we're working with a purpose, not scattering our assets all over the map. Charity, as noble as its intentions are, will NEVER solve a problem, and I personally refuse to believe that "the poor will always be with us." I think we have all the resources we need to truly change the world, but ONLY if we re-evaluate how they are currently being used. The best part - the time is ripe. We have a once in a millennium shot here - where millions and millions of people around the world are open to a new way of thinking, shopping, volunteering and voting. We in the non-profit or social enterprise movements cannot sit on the sidelines and "hope" things change - we need to get in there and propose policies, develop new commerce, get involved in elections (including running for office ourselves) and lead by example. We are the ones we've been waiting for.



Do your figures include faith based charities, universities, hospitals etc in the US numbers?

Yes...I put them all in the same bag. In the States, we are all under the same basic tax code. Should that change - maybe...but for now, I'm trying to make a larger point, which is that no other industry of our size and scope would be outside of the decision making process, or so dependent on the largess of people in power for our daily bread. I think we should get organized, build around shared interest and develop a strategy that would call the question - what is the role of the sector in our long range vision for our city, state, country or world.

Would it not be easier to change the mind of one politician than the minds of the thousands required to vote him/her out?

I never, ever, have one strategy - I'm constantly working on multiple fronts, including both of the tactics you described. I come at things from every possible side. I use business, subterfuge, trickery, slight of hand and just about anything short of felony to move the dialogue forward.

THANKS again for such an enthusiastic welcome, an amazing visit and a really powerful sense of excitement, which I have taken home with me and which I have used, liberally, everyday since.

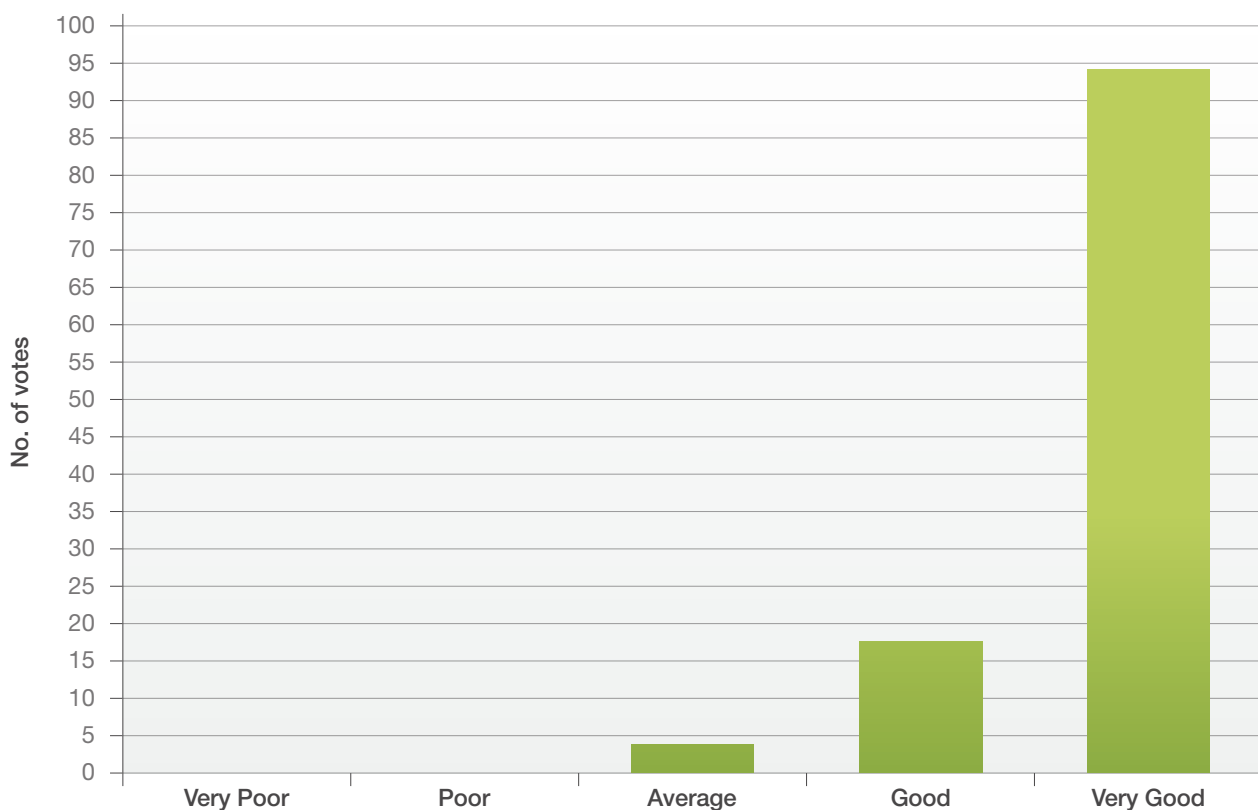
Peace OUT.



3. Participant feedback

Delegates were invited to give their feedback on the CEiS Social Enterprise World Forum, by answering a number of questions. The questions together with the responses are shown below.

Q1: How do you rate this event overall?



Q2: What did you like about the conference?

- Varied input from wide cross section of visitors
- The motivation and inspiration of the speeches
- The range of topics was great. The range of speakers
- Excellent networking and learning opportunity
- The international focus and the quality of the speakers. The whole organization and the logistics (starting several weeks and months) in advance has been fantastic. The passion!
- Everything
- New horizon thinking and reassurance that there is a huge sector with huger potential if it can gel together. Excellent quality speakers
- All of it, inspirational!
-



- What I loved most is the networking, people always willing to share ideas, help you with your own programme or introduce you to others, who they feel maybe will benefit your organisation in some way.
- Plenary sessions are usually when I fall asleep. I was inspired and given so many new ideas for the first time in every session. Crystal is great!
- Excellent speakers, technology interaction, diversity of topics covered, international perspective
- Its about meeting people and being inspired to act and respond proactively instead of just waiting for somebody to do it for you
- I especially like that it was held in Scotland. I liked hearing from social enterprise practitioners.
- Refining my position & encouraging me to pick up the pace of change.
- I look forward to receiving the report and being able to distribute this and spread the word
- Hearing about all the different global social enterprise activities and taking from these ideas
- The quality of speakers and their ideas. Amazing for an inaugural event!!! Very well organized - tight. The length of time was good. Robert Egger was fabulous -- he should be an annual keynote!
- Information in the delegate badges - very useful
- The quality of the speakers was outstanding and truly represented this as a world forum. The 30 minute breaks were beneficial for networking opportunities. The crystal interactive technology was helpful in weeding out the questions quickly...very innovative! The special visit to the castle was especially memorable...many thanks for giving us that opportunity!

Q3: What could be done differently and/or better?

- More time....maybe another day?
- Not enough small sessions
- More water at the tables! More time for group discussion
- Fewer politicians
- More third world perspectives
- More private companies to convert to the cause being present
- More time in the day!!
- Bring in expertise from the earlier social entrepreneurs like the Devos and Van Andel families who founded the Amway corporation, Mary Kay, etc., whose purpose is to give individuals prosperity through teaching entrepreneurship to anyone and everyone regardless of background or income level.
- Perhaps more time in the forums?
- More social enterprise practitioner and beneficiary participation
- More time needed for reflection
- Some activities facilitating dialogue between participants but great event great first world forum
- An extra day or longer days to fit in more forums
- More emphasis on speakers and examples from other parts of the globe and more range of social enterprises - i.e. some that are start up and some that are more mature
- Even more networking



- More detail on some content - drilling down to more 'how'. Crystal technology is fantastic, but does mean that you don't hear as much from other participants
- Opportunity to hear from a wider range of countries, more women in social enterprise, and more developing countries.
- Access for not native English speaking participants
- In an ideal world it would be fantastic to hold the world forum in a social enterprise.

Q4. What other topics would you like to discuss in future conferences of this nature?

- The way of developing the social enterprise, and, can any business be a social enterprise??
- At least one session on social enterprise approaches in green, environmental or climate change.
- Joint ventures - public money, private money and charity
- Applications that can apply to cultural protocols combining modern practices
- Technical tools and material supporting the development of social enterprises, including the participation of more financial supporters
- Eco-psychology and the collective soul
- How to encourage a political movement in local communities
- Progress on the same topics covered this time
- Policies and strategic international movement building
- Maybe working together on creative problem solving, so we have a message to send to governments?
- Learning from where things have not worked
- Franchising
- How to raise public awareness of social enterprise
- Sustainability issues and management practice and procedure suitable for SE, discussion of great market based business models that can be modelled to SE
- Community development approaches. Engagement processes and techniques.
- Specific case studies of successes failures and success and failure indicators. Also more discussion on business models.
- Social inclusion through employment generating economic activities, role of board of directors,
- More on how funding works, loans and equity, how does funding work in the private sector?
- The idea of movement rather than part of a sector
- How to engage partners in other sectors, issues and practicalities.
- More depth on topics: pulling together a potential global action agenda from discussion on the topics.



My sincere thanks for the support that I received from CEIS and the warm reception. CEIS can truly be proud of the quality and dedication of staff members to put such an excellent conference together. It will be hard for anybody to repeat it.

Susan Steinman
South Africa

Would like to thank you for the opportunity to attend the CEIS World Forum, it was an outstanding conference, excellent venues, motivating and inspirational speakers and wonderful hospitality.

It has certainly provided me with new ideas and valuable contacts!

Deborah Grant - Manager
Childcare @ Home Renfrewshire /
21st Century Childcare
Glasgow South

The whole event was a triumph for you, your team - and our country I have to say.

A thoroughly inspirational range of speakers, great opportunity for networking and the whole thing ran so smoothly.

Maggie M Broadley
Craft Town Scotland
West Kilbride
North Ayrshire

First of all I express deep gratitude and thanks for your kind hospitality and enormous arrangements made for the conference. I have learnt new ideas and got new friends from the conference that will create another strong solidarity activities between READ centre and those new friends. I noticed all of you have been working tirelessly and always ready to help and clarify things.

Sam Chelladurai
READ Centre
Bangalore, India





For me and the organization I represent it was a unique opportunity to participate in an event of such importance and to know so many different experiences of social enterprises all together in such a special city as Edinburgh. The organization was fabulous and I'll thank you once more for everything you did to facilitate my assistance. I returned with a lot of new ideas and the wish to improve our work.



Nelly Günther
Coperation Bresky
Chile

You folks organized some really spectacular events! We gained much out of the networking and I am currently researching information and connections made at the conference. The opportunity to visit Scotland was welcome and you folks did a wonderful job.

Norma Strachan
ASPECT
British Columbia, Canada

Very many thanks for a most interesting and stimulating conference. My colleague and I thoroughly enjoyed our visit to Edinburgh for the Forum and related events, meeting many exceptional people and being inspired by the programme of presentations.

Pippa Hichens
Skoll Centre for Social
Entrepreneurship
Oxford





4. The World Forum in Colour

4.1



With the historic City of Edinburgh providing the setting for World Forum, you would expect nothing other than amazing venues. During the event we took guests through a whistle-stop tour of some of the fantastic venues the city has to offer. These ranged from the historic Edinburgh Castle that dates back to the 1100's to Dynamic Earth and The Scottish Parliament, which are fantastic examples of how the city has changed in the new millennium. We have uploaded a selection of images -

[Opening Ceremony - Edinburgh Castle](#)

[Gala Dinner - Dynamic Earth](#)

[Closing Ceremony - Scottish Parliament](#)

[Main Conference - Sheraton](#)

4.2 Internet Coverage



Since the World Forum a number of delegates have wanted to share their experience of the event with others. Below you will find a selection of internet links giving you an insight to the event from a delegate, speaker and sponsors perspective.

[Social Enterprise Magazine - Special World Forum Report](#)

[Jim Fruchterman - Benetech Blog - Part 1](#)

[Jim Fruchterman - Benetech Blog - Part 2](#)

[Sam Chelladurai and Johny Joseph - A view from India](#)

[Kris Prendergast - Social Enterprise Alliance](#)

[Rocking Scotland - Robert Egger](#)

[Stonelaw High School - Fair Traders at the SE World Forum](#)

5. Delegate demographic and Profile



Over 400 people attended the World Forum, representing a cross section of the Social Enterprise Movement, including;

Social Enterprise Practitioners and Support Agencies 83%
Public sector/corporate/other 17%

With delegates from over 29 countries in attendance, this symbolized the commitment in progressing the Social Enterprise Movement at a worldwide level. Delegates engaged, networked and shared information with the others that have the same passion for Social Enterprise.

Breakdown of participant per country

Country	No's	Country	No's
Afghanistan	1	Nigeria	1
Australia	16	Peru	1
Belgium	1	Serbia	1
Brazil	2	South Africa	6
Canada	16	Spain	2
Chile	4	Sweden	1
Denmark	1	Syrian Arab Republic	1
Egypt	1	Uganda	1
Finland	1	United States	14
Germany	4	UK :	
India	9	England	70
Italy	3	Northern Ireland	16
Kenya	2	Wales	6
Kosovo	1	Scotland	229
Netherlands	2		
New Zealand	2	Total Delegate Numbers	415

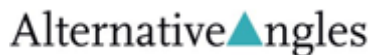


6. Socially Enterprising Suppliers

We did wherever possible use Scottish and UK social enterprises to supply food, drinks, flowers and services for the Social Enterprise World Forum. We hope you enjoyed and appreciated their products and services.



Media Works at Kibble have recorded video footage throughout the World Forum. With interviews from participants and speakers capturing views and event highlights for [audio and video download](#).



Alternative Angles, from Northern Ireland works with people with learning disabilities provided the e-conference delegate badges pre-loaded with a wide range of information to save un-necessary printing.



Loch Fyne Oysters, where an event partner supplying a variety of seafood for the Gala Dinner at Dynamic Earth. The dinner showcased some fantastic Scottish Produce, including seafood from this employee owned business.



The Co-operative Membership generously supplied fairtrade wines for the Opening Ceremony at Edinburgh Castle, the Gala Dinner at Dynamic Earth and the Closing Ceremony at the Scottish Parliament.

West Lothian Food & Health Development (WELF&HD) a social enterprise aiming to reduce the barriers associated with eating a healthy diet by supplying fresh fruit and vegetables to a wide range of retailers, have supplied fruit platters for the event on September 4th.



Travel Matters Enterprises arranged most of the speaker and bursary travel for this event. A social firm travel agency, Travel Matters works to prepare people with mental health problems for employment in the travel industry.



Divine Chocolate, supplied delicious fair-trade chocolate for distribution on September 3rd to give an energy boost to participants before the final keynote address where Sophie Tranchell told their story.



Redhall Walled Garden, a service provided by SAMH, engages people recovering from mental health Problems, provided floral arrangements for the Gala dinner.

Robin Naumann
Corporate Volunteering

"The job and the forum has given us many ideas about other enterprising ventures, now we have all the materials and some experience! Maybe we'll even set up a CIC and generate eventual employment for folk, and income for us - it would certainly be a wonderful knock-on effect of the job.



Knowing what you're doing and have done with the SEWF is vital soul and mind food for all of us concerned (and those who are not yet) with a truly more sustainable economy, underpinned with the triple bottom line at the heart of everything. Well done!"



Pack-It Franchise based at Kibbleworks, dealt with the storage, packing and distribution of sponsor and partner materials enclosed in the delegate bags.



Six Mary's Place is an award winning social firm guest house, operated by Forth Sector, located in Stockbridge in Edinburgh and very popular with regular customers. The hotel provided accommodation for a number of our speakers and participants for the duration of the World Forum.



7. Study Visit Programme

As part of the Social Enterprise World Forum, Study Visit Programmes were developed, visiting social enterprises in both the Central belt of Scotland and the Highlands and Islands. This provided delegates with an opportunity to visit social enterprises in both an urban and rural setting.

Central Belt Visit Programme

Edinburgh



The Edinburgh Study Visit Programme was developed and facilitated in partnership with the Edinburgh Social Enterprise Network. Delegates were also provided with the opportunity to visit a range of social enterprises in Edinburgh. The visits included: Cyrenians Farm - an organic farm with a difference. The Engine Shed - a café training people with learning disabilities, which has been made famous through the Inspector Rebus novels. The One World Shop a leading fair trade retailer in Scotland which sells a wide range of handmade crafts, jewellery, textiles and much more and Re-Union Canal Boats - a social enterprise that hires out a canal boat on Edinburgh's Union Canal for staff away days, events, training, conferences and community activities.



"Great way of getting things going in the lead up to the event. Well done!!"

Programme participant

"Overall, the opportunities harnessed and the enterprises visited where impressive. Some of the projects where very focussed and the lives changed real. Please do keep it up"

Programme participant



Glasgow



SEWF delegates participating in the Glasgow study visit met with Haven Products, an enterprise working with disabled and disadvantaged people, packing and distributing for the whiskey industry. Haven is one of the leading social firms in the UK employing 110 people near Glasgow. Delegates also visited KibbleWorks, an award winning enterprise working with disadvantaged and challenging young people, offering a range of enterprise activities to match the skills and interests of its clients with marketplace opportunities.

“Fantastic trip!”
Programme participant

New Lanark

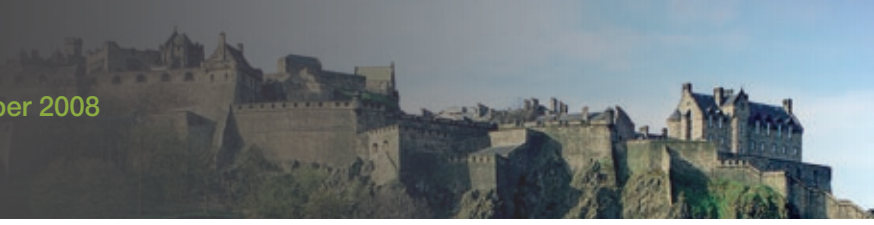


Delegates interested in the history of social enterprise were given a unique opportunity to visit the birthplace of the co-operative movement at New Lanark. New Lanark World Heritage site, is a beautifully restored 18th century cotton mill village in Southern Scotland, close to the Falls of Clyde, less than an hour from Edinburgh and Glasgow. In the 18th century mill manager Robert Owen transformed life in New Lanark with ideas and opportunities which were at least a hundred years ahead of their time. Child labour and corporal punishment were

abolished, and villagers were provided with decent homes, schools and evening classes, free health care, and affordable food. New Lanark is still a living community, and the village is in the care of an independent charity. Profits from the hotel and visitor attraction help the **conservation trust** continue to restore and maintain the historic village.

“A fantastic location and a deeply impressive story, social enterprise really did begin in Scotland!”
Caroline Crosse, CEO, Social Firms Australia





Highlands & Islands Visit Programme

Shetland



Delegates on this visit met COPE, an island enterprise working with people with disabilities. A former winner of the Enterprising Solutions - Social Enterprise of the Year. Delegates had the opportunity to visit the Shetland Soap Company and Shetland Spring Water Company, both of which are run by COPE. In addition visits were also made to Lerwick Enviroglass - an enterprise at the cutting edge of glass recycling with many environmentally responsible,

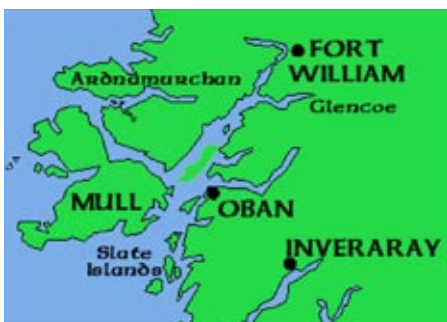
innovative and high quality products. Delegates were also able to visit the Shetland Museum and Archives, to learn more about the history and culture of the island.

“An interesting and thoroughly enjoyable study visit - the excellent weather was the icing on the cake”
Programme participant

“Everything went really well with the study visit. All our visitors enjoyed the trip and all the feedback we got at the airport just before they departed was very positive indeed.”

Vikki Laursen
COPE Ltd, Shetland

Oban & Mull



Delegates visited a range of unique social enterprises in Oban and on the Isle of Mull. Such enterprises included the Isle of Mull Swimming Pool, a social enterprise run by a hotel for community benefit, Green C Kayaks - a social enterprise manufacturing sea Kayaks and Loch Fyne Oysters - a provider of fine Scottish seafood. In addition to these visits delegates were invited to join a Seafood Extraveganza at Dervaig Community Hall a highly successful social enterprise which provides a range of services for this remote village.

“This study tour exceeded all expectations and I want to thank the CEIS for affording me this opportunity. You offered us a great opportunity to learn something and also endeared Scotland to everybody”

Susan Steinman
South Africa



Moray

The visit to Moray was hosted by Moray Social Enterprise Network, which aims to support and develop social enterprises in Moray and raise awareness of the added value that social enterprises bring.



Delegates visiting Moray met with three social enterprises. The first of these, Craighurst's Restaurant is a social enterprise and an SQA training centre with a commitment to providing local training and employment opportunities. The second enterprise visited was the loft, a youth centre which has harnessed the interest and enthusiasm of young people in the area. The loft operates a drop in centre for young teenagers and helps to create training and job opportunities whilst tackling problems linked to alcohol, drugs and antisocial behaviour. Finally the group visited the Boyndie Trust which provides a work based training service for unemployed people with physical



disabilities, learning disabilities or mental health problems. The Trust operates a Visitor Centre in The Old School building which is surrounded by gardens and woodland paths. The Visitor Centre houses a restaurant, gift shop and garden centre.

"The trip was a great experience for us"

Steve Cordes
YOU Canada



8. Social Enterprise World Forum - The Future!

8.1 Future Plans for Social Enterprise World Forum

Maintaining the momentum

A group of national support agencies met in Edinburgh to agree measures to continue the momentum from the inaugural Social Enterprise World Forum. The following key outcomes emerged;

1.1 A steering group has been formed to -

- advise and support Social Ventures Australia and the Social Enterprise Alliance in relation to 2009 and 2010 Social Enterprise World Forums;
- to identify and approve subsequent locations and host organisations;
- to determine and apply the guiding principles of the Social Enterprise World Forum;
- to promote the World Forum to national memberships and networks.

1.2 Some principles were agreed for future events -

- The event will be held on a different continent each year, coming to each continent every 5 years;
- The event will endeavour to add value to social enterprise in the country and continent in which it is being held;
- The target audience is social enterprise practitioners and support agencies;
- The annual event programme should be international in its outlook and content to reflect the interests of social enterprise;
- The organisers will endeavour to make the event as affordable and accessible as possible for delegates;
- The group should endeavour to select the venue for each event two years in advance, so the 2011 venue should be discussed and approved during the 2009 World Forum in Australia;
- After the event has completed one 5 year cycle and relationships are established, technology should be utilised to encourage virtual participation and reduce carbon footprint.

1.3 Beyond the World Forum events -

- Many of the national support agencies met for the first time in Edinburgh and expressed an interest in greater collaboration between agencies, included sharing strategic materials, supporting national campaigns, working together to promote the potential of the social enterprise business model;
- The Social Enterprise Coalition in the UK will bring forward a range of actions to facilitate further contact. This includes exploring the logistics of video linking the group at Voice 09, the annual Social Enterprise Trade Fair and Conference in the UK (ICC, Birmingham, February 10th/11th 2009).



1.4 Steering Group Membership

The international agencies that assisted CEiS to promote and deliver the Social Enterprise World Forum in Edinburgh and are working to support future events to enable social enterprise to realise its international potential are;

- Social Ventures Australia
- Social Enterprise Coalition UK
- Social Enterprise Alliance USA
- NEsST, South America and Europe
- FAF, Germany
- Enterprising Non-Profits, Canada
- Community Economic Development, Canada
- CEiS, Scotland

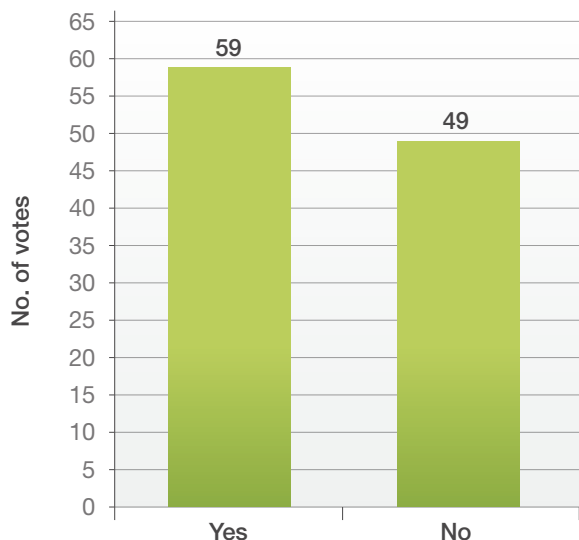
8.2 Social Enterprise World Forum, Melbourne, 7th - 9th October 2009

In Edinburgh we asked the question; “Do you intend to attend the Social Enterprise World Forum in Australia in 2009?” The response is extremely positive and we know that our colleagues in Social Ventures Australia will do an incredible job in keeping up the momentum and passion that was created in Edinburgh.

Social Ventures Australia (SVA), an independent non-profit organisation established in 2002, is a new and unique model of social investment that aligns the interests of philanthropists with the needs of social entrepreneurs to address some of Australia’s most pressing community challenges.

SVA supports a carefully selected portfolio of non-profit ventures led by outstanding social entrepreneurs, and also help strengthen the broader social sector with customised consulting, mentoring, workshop programs and web-based learning.

For further information visit: www.socialventures.com.au





8.3 Social Enterprise World Forum 2010, San Francisco

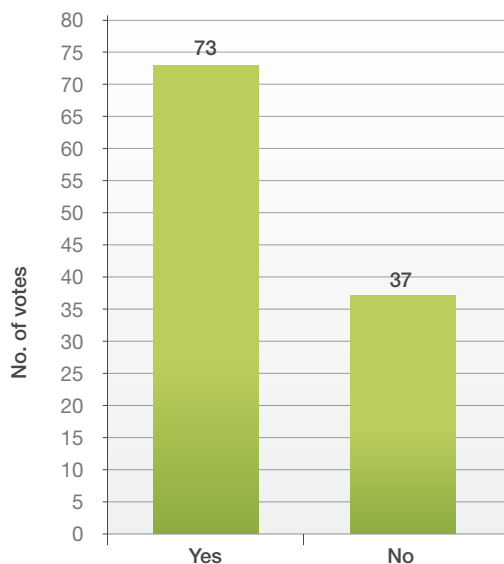
The Social Enterprise Movement in the USA

An increasing number of organizations are working toward sustainable social innovation by applying the power of market-based strategies to advance social change.

From those in the early exploratory stages to multi-million dollar ventures, the community of social enterprises covers the spectrum of social missions and includes both nonprofits and for-profit companies as well as organizations exploring hybrid forms that combine the advantages and goals of both sectors.

Joined by lenders, investors, grantmakers, consultants, researchers and educators who recognize the increasing impact of social enterprise, the movement has grown rapidly in size and visibility. The Social Enterprise Alliance has emerged as the common ground of these constituencies - a single point of reference and support, a source of education and networking, the leading voice of this emerging sector.

In Edinburgh we asked the question; “Do you intend to attend the Social Enterprise World Forum in San Francisco in April 2010?”



This enthusiastic response bodes well for a significant international attendance at the SEA event in San Francisco in 2010. San Francisco is one of the great social enterprise cities in the world and delegates will enjoy an incredibly diverse range of social enterprise visits as well as incredible networking given that the World Forum is being incorporated into the Social Enterprise Alliance annual Summit.

For further information visit: <http://www.se-alliance.org>



9. DVD Ordering

We have a full DVD box set of the live footage from all Keynote speakers that presented during the Social Enterprise World Forum. The recordings contained with include:

Day One

The role of Government in supporting Social Enterprise

Ruth Parsons, Director of the Public Sector Reform Directorate, Scottish Government;
Phil Hope MP, Minister for the Third Sector, UK Government.

Funding social enterprise

Introduction by the Chair, Sir Clive Booth, Chair of the Big Lottery Fund;

Susan Rice, Chief Executive of Lloyds TSB Scotland, video presentation to the Forum;

Michael Trail, Founder and Chief Executive of Social Ventures Australia;

Nigel Kershaw of Big Issue Invest's Social Enterprise Venture Fund;

David Metcalfe, Lloyds TSB Scotland

Social enterprise waste management initiatives as an instrument to tackle poverty, improve health, support the environment and engage communities

Laila Iskander, Managing Director of Community and Institutional Development in Egypt, Unesco's UNLD Resource Person for the Arab region (2005-2007).

Changing Societies

Sophi Tranchell - Divine Chocolate;
Thorkil Sonne of Specialisterne, Denmark.

Day Two

Opportunities for social enterprise growth from changes to world and local economies

Chair, Jonathan Bland, CEO of the Social Enterprise Coalition;

Charles Leadbeater, a leading world authority on innovation and creativity (adviser to Downing Street and author of "Social Enterprise and Social Innovation - Strategies for the next 10 years");

David Fenton, Head of Micro Economics at RBS.

Achieving wider impact with young people and the business sector

Chair, Graham Bell, CEO of the Kibble Education and Care Centre;

Jim Schorr of the Centre of Responsible Business at Haas Business School, University of California;

Liam Black, co-founder of Wavelength, formerly of Fifteen and the FRC Group.

Social enterprise is the right way to do business - it is a business model for 21st century

Chair, Kris Prendergast, CEO of the Social Enterprise Alliance;

Jim Fruchterman of Benetech, USA;

Robert L.E Egger, Founder and President of DC Central Kitchen in Washington.

To order your copy of the SEWF DVD box set of live footage **simply complete the order form.**