



Forum 4

Towards a Sustainable Planet

Thursday 4th September 2008

1:45pm-3:15pm

Agenda

- 13.45 **James Finnie**, Forum Chair and CEiS Business Adviser
- Welcome
- Forum objectives
- Introductions
- 13.55 **Terry McDonald**, SVDP, Oregon, USA
- 14.05 **Pauline Hinchion**, FEAT Enterprises, Fife, Scotland
- 14.15 **Harri Niukkanen**, Sytrim, Helsinki, Finland
- 14:25 Panel Discussion
James Finnie, Chair
Contributions will be invited from;
Laila Iskandar MD of Community and Institutional Development, Egypt,
Iain Gulland, Director for WRAP Scotland.
- 15:10 Summary and close, **James Finnie, Chair**
- 15:15 Break
- 15:45 Keynote address

Forum Objective –

‘Towards a Sustainable Planet’

- The objective of today’s forum is to examine opportunities for social enterprise to generate business from recycling, reuse and climate change.
- To this point each of our three speakers will share with the audience their;
 - experience;
 - key learnings;
 - thoughts; and,
 - advice

in relation to the direction of their own organisation, the market place in their own geographic region and any other information relevant to the discussion.

Context

- Recycling, re-use and environmental based opportunities have been a heartland of social enterprise activity for a number of years.
- The ever increasing will to increase the sustainability of the world's natural resources presents an ever increasing opportunity for social enterprises to benefit and grow, if they are prepared to grasp the opportunity.
- In February 2008 the Scottish Government announced an ambitious programme and targets with the vision to plan for a '[zero waste Scotland](#)'. If agreed, this will involve;
 - levels of municipal waste being recycled or composted to be increased to 60% by 2020 and a new target of 70% by 2025;
 - landfill from municipal waste to be reduced to 5% by 2025;
 - no more than 25% of municipal waste to be used to generate energy by 2025 with the rejection of large, inefficient incinerators; and
 - keeping the existing challenging target of stopping the growth in municipal waste by 2010.

Context

- To achieve the new increased targets local authorities across Scotland will have to think differently with regards to their service delivery. This will present a significant opportunity for local social enterprise recycling organisations.
- To this effect, today's forum is entitled ***Towards a Sustainable Planet.***
- To discuss this topic CEiS has attracted five of the leading social enterprise leaders from around the world in the field of re-use and recycling.

Introductions - Speakers

Terry McDonald - SVDP Oregon USA

- Executive Director of the St. Vincent de Paul Society of Lane County in Eugene, Oregon USA.
- Internationally recognised as an innovative pioneer in the recycling field.
- SVDP operate sustainable waste-based recycling programs and have 7 shops totalling over 80,000 sq ft of retail space selling everything from used cars to computers and clothing.
- Uses its retail operations to fund its many charitable programmes including;
 - help for homeless and at-risk individuals and families with children;
 - transitional housing and support services to help people break the cycle of homelessness;
 - the creation of over 800 permanent, affordable houses for rent for those earning below the average wage;
 - and vocational employment assistance support programmes.

Introductions - Speakers

Pauline Hinchion - FEAT Enterprises, Fife, Scotland

- Involved with social enterprises for the past 13 years.
- Currently the Chief Executive of FEAT Enterprises based in Fife and its subsidiary company Grangemouth Enterprises based in Falkirk. Provide employment and training opportunities to disadvantaged people via the operation of recycling social enterprises.
- Developing and supporting social enterprises since 1995 and has been involved in the community recycling sector since 1999. During FEAT Enterprises she developed SpringBack, the UK's first mattress recycling facility.
- Founding member and previous chair of the CRNS and in the past she has, amongst other appointments, sat on the Social Economy Advisory Board and the Recycling Advisory Group Scotland (RAGS).
- In late September/early October 2008 Pauline will take up the post of Chief Executive of the Community Recycling Network for Scotland (CRNS), a membership body for over 150 community recycling organisations throughout Scotland which provides information, advice and support to both existing and emerging community recyclers.

Introductions - Speakers

Harri Niukkanen, Sytrim, Helsinki, Finland

- Harri Niukkanen is one of the leading practitioners of social enterprise in Finland.
- Sytrim project combines two strongly developing topical issues: recycling and social entrepreneurship. Sytrim both develops operations of existing social undertakings and encourages the setting up of new enterprises in the field.
- Personal mission to help and improve two social enterprises in Helsinki – Work & Action and Neo-Act Ltd. , most of the turnover of which comes from recycling of WEEE, the repair and selling appliances for reuse, furniture and books.
- Further involvement with Osuuskunta NetSer Suomi, which is the new network for the four main social enterprises concentrating on WEEE. This Network and its social economy partners are able to provide WEEE services everywhere in Finland.

Introductions – Panel Member

Laila Iskandar, MD of Community and Institutional Development, Egypt

- Founder and managing director of the Community and Institutional Development group (CID).

- CID is a for-profit enterprise which offers two sides to its business plan.

(i) CID is a consulting firm with clients as varied as CARE, a United States-based NGO; Arab African Bank; USAID; Proctor & Gamble; the Dutch Embassy; and Xerox Egypt.

(ii) CID is an organisation that has, with significant success, addressed issues such as gender, health, credit, adult literacy and the environment counting some 10,000 members of rural communities and 20,000 garbage collectors among its beneficiaries.

The two aspects of the company work hand-in-hand for sustainable community development.

- Laila is a recipient of the Schwab Foundation's honour for Social Entrepreneur of the Year in Egypt and was Unesco's UNLD Resource Person for the Arab region between 2005-2007.

Introductions – Panel Member

Iain Gulland, Director for WRAP Scotland

- Worked in the recycling sector since 1993 with a number of organisations including;
 - Alloa Community Enterprises Ltd,
 - Recycling Advisory Group for Scotland (RAGS),
 - number of local authorities in Scotland.
- In his last role Iain was previously the Network Director of the Community Recycling Network for Scotland (CRNS), a membership body for over 150 community recycling organisations throughout Scotland which provides information, advice and support to both existing and emerging community recyclers.
- In June 2008 Iain joined WRAP (Waste & Resources Action Programme) as its new Director for Scotland to help deliver the country's ambitious recycling and waste reduction targets. These underpin the Scottish Government's ambition for a Zero Waste Scotland.
- Iain is also a member of the Scottish Liaison Group on Waste and the recently established Scottish Government Zero Waste Think Tank.



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Panel Discussion

Terry McDonald
Pauline Hinchion
Harri Niukkanen
Laila Iskandar
Iain Gulland

SVDP, Oregon, USA
FEAT Enterprises, Fife, Scotland
Sytrim, Helsinki, Finland
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