



**Forum 5:
Building Wider Awareness of
Social Enterprise**



Lilas Allen

Director of Communications, The
Social Enterprise Coalition



Peter Holbrook
Social Enterprise Ambassador

Peter Holbrook

Community Worker, Chief Executive

Social Enterprise Ambassador

Sunlight Development Trust & Sunlight Social Enterprises CIC

British Urban Regeneration Awards - 2004

ODPM – Sustainable Communities Awards - Special Recognition 2005

Kent Design Awards for Regeneration 2006

British Heart Foundation Awards for Healthy Eating 2002 -2006

Chief Constables Award – 2006

Pride of Medway Awards 2007

Social Justice Awards 2007



Social enterprise action plan Scaling new heights



Launched in 2006

Social enterprise in primary and community care

Patricia Hewitt,
Secretary of State for Health

Social enterprise action plan One year on

Social Enterprise Day - 15 November 2007



make it your business to make a difference

- HOME
- THE AMBASSADORS
- WHY, WHAT, HOW?
- BE INSPIRED!
- WHOSE IDEA?
- MEDIA INFO
- CONTACT



CabinetOffice Office of the Third Sector

THE AMBASSADORS

See all the Social Enterprise Ambassadors below:

- [Lord Victor Adebowale](#)
- [Saeeda Ahmed](#)
- [Tokunbo Ajasa-Oluwa](#)
- [Chris Allwood](#)
- [John Bird](#)
- [Liam Black](#)
- [Tim Campbell](#)
- [Sam Conniff](#)
- [Gill Coupland](#)
- [Craig Dearden-Phillips](#)
- [Monty Don](#)
- [Maria Donoghue-Mills](#)
- [Claire Dove](#)
- [Emily Eavis](#)
- [Dr Sam Everington](#)
- [Julie Harris](#)
- [Daniel Heery](#)
- [Peter Holbrook](#)
- [Jean Jarvis](#)
- [Matt Kenne](#)



Martin Kinsella



Trisha Lee



Karen Lowthrop



Penny Newman



Ken Orchard



Liam Black



Tim Campbell



Sam Conniff



Gill Coupland



Craig Dearden-Phillips



Reed Paget



Dai Powell



Claudine Reid



Stephen Sears



Matt Stevenson-Dodd



Maria Donoghue-Mills



Claire Dove



Emily Eavis



Dr Sam Everington



Julie Harris



Tim Smit



Sophi Tranchell



Kresse Wesling



Daniel Henry



Peter Holbrook



Jean Jarvis



Matt Kopple



Nigel Korbhaw



Lord Victor



Saeeda



Tokunbo



Chris



John Bird

THE AMBASSADORS

Delivery partners



Aims

A 3 year programme until July 2010

Increase awareness of social enterprise:

- General public
- Career changers
- Commissioners
- Finance providers
- Corporate Social responsibility programmes

How?

Public speaking

Media interviews

Workshops

Seminars

Blogs

www.socialenterpriseambassadors.org.uk



Tokunbo – Catch 22 Magazine





Craig Dearden Phillips



GLASTONBURY

Festival of Contemporary Performing Arts

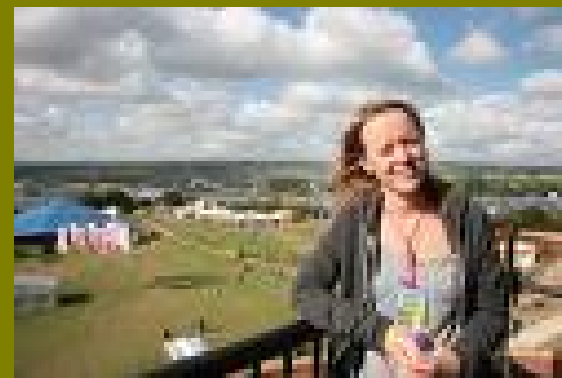


WaterAid

Oxfam

GREENPEACE

www.greenpeace.org.uk




sunlight
development trust

01634 338600
www.sunlighttrust.org.uk



local, flexible
domestic services



Gill Coupland
Angels Housekeeping



About HCT

News

For the media

Our CT Plus services

Our community transport services

Our Learning Centre

Jobs and volunteering

Corporate governance and financial information

Corporate responsibility

Why social enterprise?

Welcome to the HCT website

HCT Group ("HCT") is an award winning and rapidly growing provider of public transport and related training services in the UK. Originally founded in 1982, our vision is social justice and equality for all. We aim to contribute towards this goal through the conduct of our activities, by re-investing our generated surpluses within our businesses, increasing employability, by promoting community transport concepts and by applying the social enterprise business model.

Our transport services are based at six depots in London and two in Yorkshire. The company operates mainstream bus routes, education transport for children with disabilities, social services transport for older and disabled people, yellow school bus services and a wide range of community transport services.

News

On the right track!

Bus drivers are awarded IT qualifications through HCT Learning Centre

Notice Board

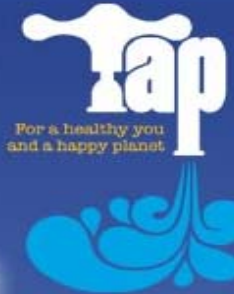
2008 Summer special offers

Fantastic rates on our range of Group Transport services for Summer 2008.

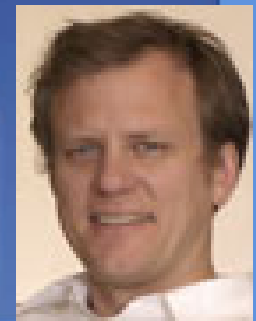


Hackney Community Transport

The UK's first carbon neutral bottled water



The UK's first
compostable bottle
made from **corn!!**



All our profits go to clean water projects
Every bottle you drink gives someone clean water for one month!

[ENTER HERE](#)

Other ambassadors enterprises

Fifteen Foundation

Big Issue

Big Invest

Divine

Livity

Cafedirect

Ealing Community Transport

Make Believe Arts

Trescom Research

Blackburn House



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- Gp practice
- Family Centre
- Pharmacy
- Sunlight Studios
- Radio Sunlight
- Café Sunlight
- Bodylinks complimentary therapy
- KCA Drug and alcohol counselling
- Parentis
- Alzheimer's and Dementia Family Support
- Whole person therapy trust
- Community meeting rooms
- Parent and child facilities
- High Hopes Community Gardens

























radio
sunlight
you control the airwaves

A graphic consisting of a central blue vertical bar with a small blue dot above it, resembling a radio antenna. From the top of this bar, several red lightning bolts radiate outwards in various directions.





























CHOOSE
FAIRTRADE
HERE.



cafésunlight




sunlight
development trust


01634 338600
www.sunlighttrust.org.uk







 **café**sunlight



cafésunlight







Courses

Infant
massage

Toddler and
tantrum
toolkit

Growing
pains

All change

Whatever!

Bric

Speakeasy

Drugproof
your kids

Improved child health, better parenting, parent to parent support and networks, re-investment of profit into community benefit, enhanced educational attainment, reduced family breakdown, effective engagement of communities....impact on crime, teenage conception...



Thanks for listening

peter@sunlighttrust.org.uk





Celso Grecco
Altitude Social Marketing



A T I T U D E
& PENSAMENTO ESTRATÉGICO

Framework - Brazil

- Years of military dictatorship
- Civil Society concepts – 20 years old
- CSR Concepts – 10 years old
- Social Investments – New concept

Framework - Brazil

- No tax incentives for individuals
- Very complicated system for corporations
- No “social enterprises” legally speaking:
 - Private company
 - Open company
 - Charity / Not for Profit

Stock Exchanges

- Value creation environments
- A link between corporations and investors
- Investments paying back with dividends

Social Stock Exchange

- Value creation environment
- Within Bovespa Brazil's Stock Exchange
- A link between social organizations and investors
- Investments paying back with dividends
 - Social dividends

Stock Exchange - Bolsa de Valores

Translation: "Place of values"

Social Stock Exchange – Bolsa de Valores Sociais

Translation: "Place of social values"

No social enterprises yet

But still: Philanthropic?

No.

Educational with results

Results

- US\$ 6 million of capital unlocked to social organizations and projects
- UNESCO recognized as unique in the world in 2003
- Inspired the dialogue: it's possible!

A second stage under consideration

- Featuring investments opportunities in evolving social enterprises
- In association with a new generation of banking and financial products

Envisioned at 3 levels

- Level 1: Exists presently at brazilian SSE

Early start-up social enterprises dependent on charitable business investments

Envisioned at 3 levels

- Level 2: To be developed

Social enterprises with some first track record and a detailed business plan, able to repay/buy off principal investments made into them

Envisioned at 3 levels

- Level 3: To be developed in the future

Social enterprises with higher return, mature enterprises of interest to for profit investors

Another lesson

“That’s one small step for a man, a giant leap for mankind”

Neil Armstrong, in the Moon

Another lesson

“That’s one small step for a stock exchange, a giant leap for the social sector”

Celso Grecco, in Edinburgh



A T I T U D E
& PENSAMENTO ESTRATÉGICO



Antonia Swinson
Scottish Social Enterprise Coalition