



developing an inclusive economy

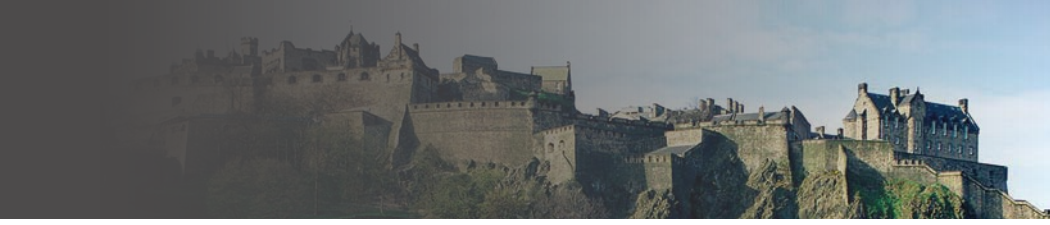
# Social Enterprise World Forum

Working together for a sustainable future

September 2nd - September 5th 2008

Edinburgh, Scotland














The **Social Enterprise World Forum** will examine the conditions needed for **social enterprises** to thrive, highlighting outstanding examples of innovation and best practice from around the world. Participants will engage with representatives of governments that are actively supporting and promoting **social enterprise** and will analyse the challenges of changing world and local markets, Social Enterprises and Support Agencies will emerge with **shared** actions to improve sustainability and increase **social** and economic impact.

(N.B. It may be necessary, for reasons beyond the control of the organiser, to change the programme content, speakers and/or timings. CEiS is not liable for any changes.)

## Event Partners

	<b>The Scottish Government</b>
	<b>Scottish Enterprise</b>
	<b>Highlands and Islands Enterprise</b>
	<b>The Social Enterprise Alliance (USA)</b>
	<b>Social Ventures Australia</b>
	<b>Office of the Third Sector</b>
	<b>Social Enterprise Coalition</b>
	<b>Social Investment Scotland</b>
	<b>Enterprising Non-Profits (Canada)</b>
	<b>Department for International Development</b>
	<b>Big Lottery Fund</b>

	<b>Lloyds TSB Scotland</b>
	<b>NESsT</b>
	<b>Community Food and Health</b>
	<b>Scottish Social Enterprise Coalition</b>
	<b>Social Economy Network (Northern Ireland)</b>
	<b>FAF ggmbh (Germany)</b>
	<b>The Kibble Centre</b>

## Event Sponsors

	<b>Social Enterprise Magazine</b>
	<b>Loch Fyne Oysters</b>
	<b>CCLA Investment Management Ltd</b>
	<b>Community Recycling Network for Scotland</b>



## Introduction and essential information

### Background

**The Social Enterprise World Forum emerged from national social enterprise support agencies seeking a means to collaborate to advance social enterprise development throughout the world.**

After consultation with a range of partners, CEiS has been encouraged and supported to organise the inaugural Social Enterprise World Forum in Edinburgh, Scotland from September 2nd to 5th 2008. The event is being delivered in partnership with The Scottish Government, The Social Enterprise Alliance (USA), Highlands and Islands Enterprise, Social Ventures Australia, Scottish Enterprise, The Social Enterprise Coalition, Office of the Third Sector (UK), Enterprising Non-Profits (Canada), the Department for International Development, Social Investment Scotland and a range of international and local partners, sponsors and supporters.

The Forum will be the first international gathering of practitioners and support agencies dealing exclusively with social enterprise and will bring together social enterprise leaders and champions from all continents to collaborate, share best practice and plan future developments. This collaboration will raise awareness of social enterprise as an expanding global mechanism for social change and will explore the merit of ongoing collaboration for key stakeholders.

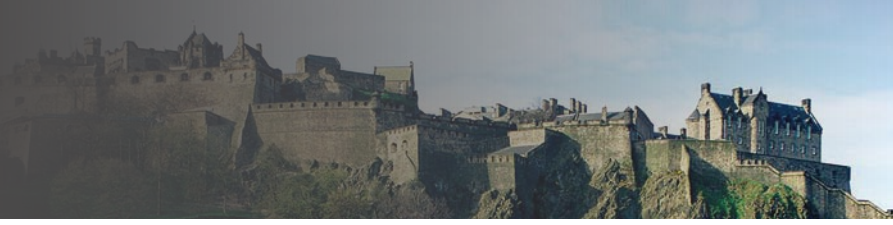
Our use of Crystal Interactive Technology will facilitate interaction between delegates and presenters, allowing questions to be posed electronically in real time, so that presenters address the priorities identified by Forum participants. This facility will result in highly interactive sessions and will enable the Social Enterprise World Forum to produce a comprehensive Conference Report and Action Plan. Presentations will generally be of 20 minutes duration followed by extensive discussion facilitated by a Chair and a Crystal Technology moderator.

### Theme

**Participants will examine the conditions needed for social enterprises to thrive, highlighting outstanding examples of innovation and best practice from around the world.**

Participants will engage with representatives of governments that are actively supporting and promoting social enterprise and will analyse the challenges of changing world and local markets, Social Enterprises and Support Agencies will emerge with shared actions to improve sustainability and increase social and economic impact.

The theme of working together for a sustainable future runs through the entire Social Enterprise World Forum. We will examine how and when social enterprises thrive as well as engaging delegates in action planning to meet common challenges and opportunities.



## Introduction and essential information

### Participation

**CEiS are promoting the Social Enterprise World Forum at a number of international and local events as well as to a worldwide audience through partner organisations, government agencies and membership networks.**

The enthusiasm for the event has been extremely encouraging and reflects the expanding interest in the social enterprise business model throughout the world.

The Expressions of Interest received to date indicate that the event will be fully booked well in advance of the closing date. Delegates are encouraged not to make flight or accommodation arrangements until confirmation of a delegate place has been received from the CEiS Events Team.

To have a truly international World Forum there are territorial and organisational limits to ensure social enterprises and support agencies are prioritised. Further information on registration is available on the Social Enterprise World Forum Website and general terms are outlined on page 14 of this programme.

To avoid disappointment we strongly encourage you to book early.

### Outcomes

**The anticipated outcomes of the World Forum are:**

- increased collaboration between leading agencies promoting and supporting social enterprise throughout the world.
- 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.
- enhanced delegate knowledge and increased social impact, from networking and collaboration with practitioners and agencies from around the world
- heightened awareness of the potential of social enterprise to build sustainable communities in urban and rural settings.
- an increased understanding of where the market opportunities for social enterprise lie in the medium to long term.
- an appreciation of the potential of philanthropy as a means of supporting social enterprise in the shift “from grant to investment”
- participants will acquire transferable strategies, systems and models with a view to directly influencing social enterprise development on a worldwide basis.



## Programme Overview

### Tuesday September 2nd

<b>12:00-14:00</b>	<b>Partner and Sponsor lunch</b> with Crystal Interactive briefing
<b>12:00-17:00</b>	<b>Social Enterprise Visit Programme</b> to enterprises in Glasgow, Edinburgh, Lanark, Fife and other venues in Central Scotland
<b>15:00-17:00</b>	<b>Partner and Sponsor Social Enterprise Visit Programme</b>
<b>19:00-23:00</b>	<b>Opening Ceremony, Ministerial Address and reception</b> with drinks and buffet at Edinburgh Castle including visit to Crown Jewels, Piper, Traditional Music.

### Wednesday September 3rd

<b>08:15</b>	Exhibition and Networking, Registration / Tea & Coffee
<b>09:15</b>	Opening Address
<b>09:30</b>	Keynote Presentation and questions/discussion
<b>10:45</b>	Break and exhibition
<b>11:15</b>	Keynote Presentation and questions/discussion
<b>12:30</b>	Lunch, exhibition and film
<b>13:30</b>	Keynote Address
<b>14:15</b>	Concurrent Forum Sessions
<b>15:45</b>	Keynote Address and Coffee
<b>17:00</b>	Exhibition and Networking
<b>17:30</b>	Close
<b>19:30</b>	<b>Drinks reception and exhibit walkthrough</b> at the magnificent Dynamic Earth Visitor Attraction next to Holyrood Castle and The Scottish Parliament. The highlight of the evening will be a 4 course gala dinner featuring Scottish fine foods. The Keynote Address will be from Mel Young founder of The Homeless World Cup. The evening will conclude with a ceilidh band and traditional Scottish dancers. (11.30pm Close)



## Programme Overview

### Thursday September 4th

08:45	Exhibition and Networking
09.15	Keynote Presentation and questions/discussion
10.45	Break and exhibition
11.15	Keynote Presentation and questions/discussion
12:45	Lunch, exhibition and film
13:45	Concurrent Forum Sessions
15:15	Break and exhibition
15:45	Final Keynote Address
17:00	Closing Remarks
17.15	Close

19:00-21:00	<b>Social Enterprise World Forum Reception and closing ceremony</b> for national agencies and event partners, in the Garden Lobby of the Scottish Parliament, (Invitation only).
19:00-21:00	<b>Ghost Walks in Old town</b> and “dinearounds” in traditional pubs and restaurants.

### Friday 5th September

Visits to social enterprises in the Highlands and Islands of Scotland. Visit locations may include, Shetland, Skye, Mull and Iona, Fort William, Oban, Inverness. Duration of trips vary and all island visits involve an overnight stay on either 4th or 5th September.



## Programme Detail

The organisers reserve the right to make programme alterations at any time.

### Tuesday September 2nd



#### 7pm-10pm Official Opening and Reception at Edinburgh Castle

Delegates will be greeted at the Castle entrance by a Scottish Piper before proceeding on foot to a drinks and canapé reception at the Jacobite Redcoat Hall at one of the worlds most famous castles and world heritage site.

John Swinney, Cabinet Secretary for Finance and Sustainable Growth, The Scottish Government will welcome delegates to Scotland and perform the Opening Address to launch the inaugural Social Enterprise World Forum.

A Representative from Scottish Enterprise, A Representative from Highlands and Islands Enterprise outline the unique characteristics of enterprising Scotland.

Laurie Russell, Chair of the Scottish Social Enterprise Coalition outlines the growth and development of social enterprises in Scotland.

The evening will feature performance artists, whiskey tasting, and viewing of the Scottish Crown Jewels. If weather permits, guests will have dramatic evening views of historic Edinburgh from the spectacular vantage point on the Castle Walls.

### Wednesday September 3rd - Conference Programme

#### 08:15 - 09.15 Exhibition & Networking, Registration, tea and coffee

#### 09.15 Opening Address - Eric Munro, Chair of CEiS and Antonia Swinson, CEO of The Scottish Social Enterprise Coalition.

#### 09.30 Keynote Address

The role of Government in supporting Social Enterprise to deliver social justice and social change; This session will examine the potential of governments to accelerate social change through social enterprise support. The speakers and participants will reflect on the most effective methods to support and grow an enterprising third sector through promotion and support of social enterprise. Potential Speakers - Jim Mather MSP, Minister for Enterprise Energy and Tourism at the Scottish Government, A Canadian Government Representative, tbc, Phil Hope MP, Minister for the Third Sector, UK Government, and a representative of the Australian Government, Chaired by Roddy MacDonald, Third Sector Division, Scottish Government with interactive Q&A

#### 10:45 Break & Exhibition

#### 11.15 Keynote address

Funding social enterprise - the responsibility of government, business or society? The speakers and delegates will examine the relationship between government and business in funding social enterprise. Speakers will describe the business and government relationship in countries where low taxation places a responsibility on business to support social initiatives through philanthropy, contrasting this with countries where high business taxation is used by government to address social issues. Speakers - Susan Rice, Chief Executive of Lloyds TSB Scotland, the first woman to head a UK clearing bank. Building on her work at Natwest Bancorp in the U.S, Susan provides leadership and guidance on the issue of financial exclusion in the U.K and is a frequent speaker on financial exclusion, corporate responsibility and the future of financial services and Michael Trail Founder and Chief Executive of Social Ventures Australia and a world leader in "engaged philanthropy" having established an \$18m venture fund to support social enterprise in Australia.



## 12.30 Lunch, Exhibition and Film

### 13.30 - 14.15 Keynote Address

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) and recipient of the Schwab Social Entrepreneurship Prize at the World Economic Forum, May 2006.

### 14.15 - 15.45 Concurrent Forum Sessions

(Forums will vary in size from 30 participants to 250 participants - the largest forum will utilise Crystal Interactive Technology for ease of participation)

**Forum 1 Excellence and innovation in rural communities** - The challenges of creating sustainable economies and thriving communities in rural areas have resulted in some of the world's most innovative social enterprises and enlightened legislation. Our speakers include, Éthel Côté, Chair of the Ontario Social Economy Network, Director of Community Economic Development Network and an expert on rural social enterprise from Canada, James Hilder, Mull and Iona Community Trust one of Scotland's leading rural social enterprises and Ricardo Ordóñez, Enterprise Development Manager for NESsT in Peru, who manages the technological innovation portfolio of the NESsT Venture Fund working with rural communities in South America (tbc). Chaired by Chris Higgins of Highlands and Islands Enterprise.

**Forum 2 Masterclass from Jerr Boschee** about strategic and tactical marketing, positioning and branding strategies, and the importance of stakeholder engagement. The future offers daunting challenges for social enterprises: How do we convert them into opportunities by attracting support from investors, intermediaries, customers, watchdogs and other stakeholders? How do we identify the most appealing market segments and critical success factors for our specific types of businesses? How do we differentiate ourselves from private sector companies that emphasize corporate social responsibility and other "soft" credentials such as environmental compliance and transparent governance? Most social enterprises have limited budgets and time: How can they best react to market and product/service life cycles, research customer needs and memorably brand themselves? Boschee will describe ten basic principles of marketing and introduce "The Strategic Marketing Matrix for Social Entrepreneurs"®. Participants will leave the forum with a resolve to do things differently and the beginnings of an action plan. Boschee has been an advisor to social entrepreneurs in the United States and elsewhere for more than 30 years and is the author of five books about social enterprise, including Boschee on Marketing.

**Forum 3 Social Return and Impact Measurement** - Focus on the increasing importance of quantifying and proving the value outcomes of social enterprise. This forum will examine the worldwide rise of social accounting, social auditing and social return on investment as indicators of performance and impact in social enterprises. Speakers - Jan Owen, Social Ventures Australia where the use of social return is integral for investor reporting and Alan Kay of Social Audit Network UK. Alan supports social economy organisations including those which are at the early stages of thinking about how they can measure performance and impact and are consequently looking for an appropriate process to follow in addition to those that are already engaged in measuring performance and impact but who require to develop improved, specific skills. Jeremy Nicholls Chair of the Institute of Social and Ethical Accountability. Jeremy leads on social return on investment at the new economics foundation (nef) and his work covers a range of areas relating to value creation and accountability. Chaired by Gillian Gray, Business Advisor and lead on Social Accounting at CEIS.

**Forum 4 Grants, Investment and Philanthropy** - This forum will discuss sustainable models of investment in social enterprise drawing from the experience and expertise of a panel including, Andrew Muirhead of Lloyds TSB Foundation and Inspiring Scotland a new initiative described as an exciting new way of using money and skills to improve the lives of Scotland's most vulnerable people, Dharmendra Kanani, Director for Scotland, Big Lottery Fund which gives grants to community groups and good causes but is also focused on improving the ability of social enterprises to create products and services that benefit society and to bring them to market,

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and Nicole Etchart Co-Founder and CEO of NESsT, and organiser of the NESsT-ABN AMRO Social Enterprise Competition, a collaborative effort between both institutions that forms an integral part of the NESsT Venture Fund (NVF) in Chile to support the creation of social enterprises in order to increase self-sustainability in civil society organizations (tbc). Chaired by Scott Anderson, CEO of Social Investment Scotland.

**Forum 5 Commercial Trading or procurement contracts?** In recent years social enterprise development has been linked with reform of public services and much emphasis has been placed on opening up procurement markets. Some enterprises have chosen a different route, preferring to trade with the general public or businesses, thereby having a larger and more diversified customer base than those who focus on government or public authority clients. Speakers will address the challenges involved in developing business relationships and trading with the public, contrasting whether the drivers of price, quality, service and added value are any different from the procurement marketplace. David Whyte from Haven Industries in Scotland, a social enterprise of the year prize winner 2007. Duncan White founder of Liberation Foods, a social enterprise selling exclusively Fairtrade-certified food products, to be joined by a leading international social enterprise from the retail sector (tbc). International Speakers to be confirmed. Chaired by Sandy Watson, Scottish Enterprise.

**Forum 6 Social Enterprise in adversity** - the challenges of developing social enterprise in difficult conditions will be explored by two social enterprise leaders who have left the UK and Germany to work with international agencies in challenging locations. Frank Millsopp of the Aga Khan Foundation, working from Kabul in Afghanistan and Gerold Schwarz of the International Organisation for Migration in Kosovo, will describe the relevance of social enterprise where there is political instability. The forum will examine the relationships that are needed between developed countries and NGO's to support social change and assist local economic development. Chaired by Geoff Pope, Third Sector Division, Scottish Government.

**Forum 7 Paying for Productivity** - a panel of social firm specialists throughout the world highlight best practice in supporting disabled and disadvantaged people in meaningful and dignified work through use of wage support as a more effective route than benefit dependency. This is a worldwide challenge and in many developed countries the disincentives to work are more pronounced than in developing nations. The forum will develop a plan for common action and mutual support for realistic wage support or tax credits for disabled and disadvantaged workers. Featuring Sally Reynolds, CEO of Social Firms UK, Peter Stadler, FAF Germany, Leaders from Social Firms Australia & Social Firms Scotland, Chaired by Jim Mullan, Kibble Works and CEiS Board.

#### **15.45 - 17.00 Keynote Address & Coffee**

Changing Societies - a focus on breakthrough social enterprises that change attitudes and lives in societies throughout the developed and developing worlds. Sophi Tranchell - Divine Chocolate, the 2007 Social Enterprise of the Year in the UK, operating in Ghana, the UK and the USA will discuss the remarkable journey of Divine Chocolate and how sales in strong consumer markets can be used to support communities in the developing world (tbc) Sophi will be followed by Thorkil Sonne, of Specialisterne Denmark ("probably the best social enterprise in the world"), who will outline how his award winning software testing business, employing people with Autism Spectrum Disorder (asd) is changing attitude and aspiration as workers demonstrate their "competitive advantage". Both of these enterprises are changing lives, generating hope and altering business practice in very significant ways and their journeys are truly inspiring. Chaired by Anne-Marie Allan, Enterprise Support Service Manager, CEiS.

#### **17:00 Exhibition & Networking**

#### **17:30 Close**



## Thursday September 4th - Conference Programme

**World experts and social enterprise leaders will examine international Markets, growth opportunities and potential threats for social enterprises. Delegates will analyse where future growth of world economies will impact on new and existing social enterprises dealing with the threats from declining or emerging economic sectors. We will examine climate change implications and identify opportunities for international collaboration to benefit social enterprise and generate social change.**

### 08:45 - 09.15 **Exhibition & Networking**

### 09.15 **Keynote Address; Opportunities for social enterprise growth from changes to the world and local economies.**

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") will stimulate consideration of many of the key issues facing social enterprises internationally. Charles will be joined by David Fenton, Head of Micro Economics at RBS to discuss how global trends have local impact and how social enterprises need to analyse the future prospects for business sectors where social enterprises predominate. David will highlight issues for low-margin businesses, the impact of rising energy costs and will identify sectors that are facing long term difficulties as well as markets that will have increasing opportunities for social enterprise engagement. Chaired by Jonathan Bland of the Social Enterprise Coalition.

### 10.45 **Break and Exhibition**

### 11.15 **Keynote Address: Achieving wider impact with young people and the business sector.**

Jim Schorr of the Centre of Responsible Business at Haas Business School, University of California, Board member of the Social Enterprise Alliance, Chair of Net Impact and former CEO of Juma Ventures one of the best known and admired social enterprises in the USA, will discuss how college students are now considering social enterprise businesses as potential career opportunities. Jim will be followed by Liam Black co-founder Wavelength, formerly of Fifteen the FRC Group to discuss the potential of engaging the private sector with social enterprise innovation and mission. Liam has created Wavelength to explore the space where social enterprises and the private sector can begin to learn from each other, an innovative and challenging new venture! Both speakers have created and led world-class social enterprises, then moved on to apply that knowledge to achieve greater and wider impact in different fields. These are interesting and contrasting journeys which will influence the social enterprise landscape in years to come. Chaired by Gerry Higgins, Chief Executive of CEiS with Questions and discussion.

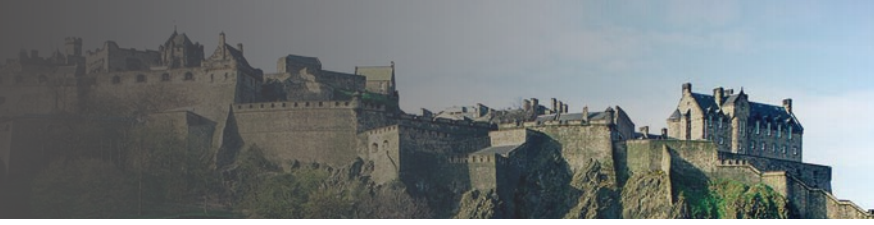
### 12.45 **Lunch, Exhibition and film**

### 13.45 **Concurrent Forum Sessions**

(Forums will vary in size from 30 participants to 250 participants - the largest forum will utilise Crystal communications to facilitate delegate participation)

**Forum 1 Procurement and Social Value** - David LePage of Enterprising Non Profits, a unique partnership that promotes and supports social enterprise development and growth as a means to build strong non-profit organizations and healthier communities, describes the journey and impact of establishing a Social Purchasing Portal in Western Canada. The Social Purchasing Portal is a successful means to leverage purchasing to include a social value, especially from the private sector. Giovanna Maranzana of Co-operative Villa Perla Service in Genoa outlines the impact of social clauses in Italy where social co-operatives have restricted tenders for municipal contracts to reflect their social impact. The forum will discuss the impact of compulsory procurement clauses on social enterprise growth contrasting this with the unregulated approach to procurement, to appreciate the merits and drawbacks of regulation and identify best practice in this area. Chaired by Laurie Russell, CEO The Wise Group, Chair of Scottish Social Enterprise Coalition.

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**Forum 2 Transferrable ideas, strategies and systems.** This forum will examine experiences of social enterprises that have been developed internationally and the practice of replicating successful social enterprise models. Alistair Wilson of the School for Social Entrepreneurs will describe how his business has been expanded through franchising from England to Scotland, Ireland and Australia. Nigel Kershaw of Big Issue Invest will give his unique perspective on transferability from Big Issue, to acquisitions and credit rating indicators. Peter Stadler of FAF/CAP Supermarkets, Berlin will outline the growth of the CAP social firm supermarket franchise. Chaired by Kevin Smith, Business Adviser and Business Models Specialist, CEIS.

**Forum 3 Scale and size in social enterprise.** Klaus Hertrampf of Lebenswelten social firms in Berlin will describe their development of multiple catering businesses including restaurants and contract catering. Focusing on one business sector has concentrated resources and expertise to enable investment in systems, building a management resource and generating economies of scale throughout the business. Annie Gunner of Community Care Providers Network in Scotland contrasts the operational and strategic challenges faced by the smaller social enterprise care providers with the larger organisations operating in this field. The forum will discuss the tensions between the demand for “personalised” services and the consolidation of contracts for care into larger and larger volumes because this is a challenge for all providers and raises questions about the value base of social enterprise. Chaired by John Hughes, Enterprise Programmes Manager, CEIS.

**Forum 4 Towards a sustainable planet** - opportunities for social enterprise to generate business from recycling, reuse and climate change. Throughout the world social enterprises are generating triple bottom line returns by engaging in work that has a positive environmental impact. This Forum will involve the leading social enterprises working within the medium of recycling and re-use to support disadvantaged communities. Speakers include Terry McDonald of svdp Oregon USA whose work has inspired a range of recycling enterprises around the world to “go to scale”; Pauline Hinchion from FEAT in Fife, a local social enterprise whose innovative mattress recycling project - SpringBack, is the leading mattress recycling enterprise in the UK; and Harri Niukkanen, from Sytrim, Helsinki, currently working with two social enterprises Work & Action and Neo-Act Ltd specializing in recycling and reuse and creating work opportunities for disadvantaged people in Finland. Other contributors include Laila Iskander MD of Community and Institutional Development, Egypt, and Iain Gulland, Director of CRNS Scotland. Chaired by James Finnie, Business Adviser and Environment Specialist, CEIS.

**Forum 5 Building Wider Awareness of Social Enterprise** - Social Enterprises can make huge strides when the public is more aware of the business model and its characteristics. This forum will examine promotional strategies to responsibly raise the profile of social enterprises internationally. Contributions from a range of international agencies and the widely acclaimed Ambassador Programme introduced by the Social Enterprise Coalition and the Office of the Third Sector in England and Wales. Participants will include Ambassadors drawn from public sector, private business and social enterprises to support and promote social enterprise to a wider audience. This is a transferable programme and forum participants will work to examine the potential for a global ambassadors programme. Chaired by Celia Hodson, Deputy CEO, The Social Enterprise Coalition.

**Forum 6 Buying and Selling** - Trade between people in the same locality, in the same country or internationally brings choice, improves living standards, and can provide a solution to social problems. The goods and services sold and purchased by social enterprises can affect the prosperity of developing countries and can lead the way in opening up global markets. Participants from around the world including leading social enterprises from Chile and Peru, India and Africa will examine social enterprise in emerging markets and developing economies. This session will be led by Gonzalo San Martin, Development Manager, NESsT (Nonprofit Enterprise and Self-sustainability Team) one of the worlds leading social enterprise support agencies with unrivalled experience of supporting non-profit organisations in developing countries (tbc). Participants will examine opportunities for collaboration and mutual support and particular attention will be given to trading opportunities where the products of developing countries can reach retail markets through social enterprises in developed countries resulting in double bottom line benefit. Chair, Diana Dalton, Department for International Development.

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**Forum 7 Food for Thought** - social enterprises are making big headway in the production, preparation and retail of food, is this a sector full of future promise? Food is used as a medium for social enterprises to deliver social objectives through provision of training in café's and restaurants, employing people from disadvantaged groups in the food industry, or distributing food for community benefit and to improve health and welfare. This forum will have contributions from Bruce Davidson, Managing Director of Loch Fyne Oysters, an employee owned business which is one of Scotland's premier food businesses, with 40 restaurants in the group, supplying Scottish produce worldwide. Eva Varga, Enterprise Development Director for the NESsT Venture Fund in Central Europe working with an innovative food enterprise in Hungary that has created a significant and profitable market for organic pesto (tbc). Also featuring Community Food Co-operatives, social enterprise restaurants and café's, fair trade champions and those at the leading edge of utilising the purchasing power of the consumer to produce social and economic benefit from food. Some of the food sector can sustain the high margins sought by social enterprises with high employment support costs, we explore experiences of those trying to enter and sustain businesses in these competitive sectors. Chaired by Bill Gray, Community Food and Health Scotland.

## Break

### **15.45 Final Keynote Address - some of the leading social enterprises in the world share their experiences of surviving and thriving and staying ahead.**

Jim Fruchterman of Benetech discusses how his company and partners use technology innovation and business expertise to solve unmet social needs. Leveraging the intellectual capital and resources of Silicon Valley, Benetech creates solutions that are truly life-changing. Their global endeavors have been instrumental in improving literacy, human rights and landmine detection. Robert L.E Egger, Founder and President of DC Central Kitchen in Washington, possibly the most inspiring speaker in worldwide social enterprise, concludes our Forum with his vision for the future of social enterprise and social change. Chaired by Kris Prendergast CEO of the Social Enterprise Alliance.

### **17.00 Closing Remarks**

### **17.15 Close**

**19.00 - 21.00** Reception in the Garden Lobby of the Scottish Parliament, by invitation of Jim Mather, Enterprise Minister, the Scottish Government (restricted numbers - personal invitation only).

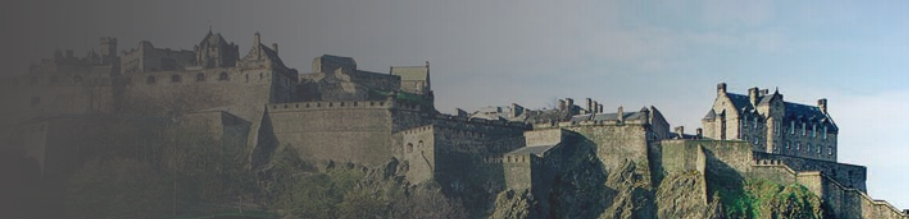
Featuring a Social Enterprise World Forum Reception for national agencies and event partners to review the experience of the Edinburgh forum. Contributions from David LePage (Canada), Jim Fruchterman, (USA), Michael Traill (Australia), Roddy MacDonald (Scottish Government), Celia Hodgson (UK), others tbc.

Discussion on the potential for an annual World Forum rotating from continent to continent every five years.

The merits of a virtual communication hub for Forum partners to facilitate discussion and collaboration led by Jonathan Bland of The Social Enterprise Coalition.

Closing ceremony and handover of Social Enterprise World Forum co-ordination to Jan Owen of Social Ventures Australia who will present details of the 2009 World Forum in Sydney, with brief outline of 2010 location and format from Kris Prendergast of the Social Enterprise Alliance.

**19.00 - 21.00** Ghost Walks in Edinburgh's old town and "dinearounds" in traditional pubs and restaurants.



## Social Enterprise World Forum Venues



**The Sheraton Hotel**, in the centre of Edinburgh is the main World Forum venue. This facility was selected as it enables us to have a capacity of 450 delegates seated cabaret style to encourage networking and use of our interactive technology. The central location is another feature as the venue is the lee of Edinburgh Castle and within walking distance of a huge range of accommodation to suit all budgets.



**Edinburgh Castle** dominates the city of Edinburgh like no other castle in Scotland, and Edinburgh Castle is unequalled in the whole of the British Isles. Over one thousand years of history sit on top of the famous Edinburgh rock, the volcanic rock that forms the base of Edinburgh Castle, has always afforded the ultimate safe and defensive position in Edinburgh.



**Dynamic Earth** is the centerpiece of a major urban regeneration plan, named the Holyrood project. Built on the former site of the Scottish & Newcastle Brewery and British Gas works, the land was gifted to the people of Edinburgh on the condition that it would be used to create a landmark building to host an exhibition that was in the public good. "As 2008 is the time to celebrate International Year of the Planet, Dynamic Earth invites you on the journey of a lifetime! You will have the Mother Earth of all adventures as you travel back to explore our planet's past, embrace our planet's present and predict our planet's future. Hold our future in your hands as we open your mind to the realities of climate change."



**The Scottish Parliament** - Scotland's new Parliament sits at the foot of Edinburgh's famous Royal Mile in front of the spectacular Holyrood Park and Salisbury Crags. Constructed from a mixture of steel, oak, and granite, the complex building has been hailed as one of the most innovative designs in Britain today.



## Guidance and Information

### Bookings

International bookings are now being accepted online, with payment options of invoicing, bank transfer and secure credit card payment. Priority is being given to international delegates to facilitate early booking of travel, accommodation etc. Registration for delegates from Scotland and UK and Ireland will commence from May 1st. (link to registration page)

### Delegate Limits

Demand for delegate places is very high and we have received a significant number of expressions of interest and early bookings in March and April. We expect the event to be oversubscribed well in advance of the closure date for bookings. To ensure we have a truly international event attended by social enterprises and support agencies we are applying geographical limits and organisational limits during the early booking period to the end of May. These will be reviewed by the Event Partners and CEiS at the end of May.

### Geographical Limits

150 delegates each from:

- Territory 1** Africa, Asia, Australasia, America, Europe
- Territory 2** England, Wales and Ireland
- Territory 3** Scotland

### Organisation Limits

A maximum of 3 delegates per social enterprise and social enterprise support agencies\*. A maximum of 1 delegate per other organisations without prior consultation with the event organisers. As bookings near capacity after the early booking phase the organisers may increase the organisation limits to one delegate per organisation.

\*social enterprise support agencies should be able to demonstrate that their primary purpose is to support social enterprises or assist non-profit or social economy organisations to become more enterprising.

### Cost

<b>Early Bird Social Enterprise Rate (until 31 May 08)</b>	£299.00 + VAT (£52.33) = <b>£351.33</b>
<b>Early Bird Standard Rate (until 31 May 08)</b>	£399.00 + VAT (£69.83) = <b>£468.83</b>
<b>Social Enterprise Rate (after 31 May)</b>	£350.00 + VAT (£61.25) = <b>£411.25</b>
<b>Standard Rate (after 31 May)</b>	£450.00 + VAT (£78.75) = <b>£528.75</b>



## Evening Activities

### 2nd September - Opening Ceremony at Edinburgh Castle

£17.00 + VAT ( @ £2.98) = **£19.98**

### 3rd September - Gala Dinner at Dynamic Earth

£20.00 + VAT ( @ £3.50) = **£23.50**

## Bursaries

The Department for International Development have made a number of bursaries available for delegates from developing countries in Africa, Asia and South America. Contact Gill Smith for further information.

[gill.smith@ceis.org.uk](mailto:gill.smith@ceis.org.uk)

Delegates from Northern Ireland can access the early bird rate upto June 30th if booking through the group concession allocated to the Social Economy Network. Contact Ann Graham at [socialeconomynetwork.org.uk](http://socialeconomynetwork.org.uk) for further information.

If you are an International NGO, a Foundation or Government Agency interested in providing bursary support for a geographic or thematic grouping, please contact [gerry.higgins@ceis.org.uk](mailto:gerry.higgins@ceis.org.uk) to discuss.

Scottish social enterprises seeking bursaries should be aware that we are contacting each Local Social Economy Partnership and some may support local social enterprises to attend.

CEIS and the Event Partners wish to ensure this event is as accessible as possible for delegates throughout the world and a lot of time and effort has been applied to subsidising the event costs so that many delegates aren't excluded from participation on grounds of cost. Income from delegate fees will cover less than 30% of the cost of the Social Enterprise World Forum and we are very grateful for the funding support from partners and sponsors. Any surpluses from the Social Enterprise World Forum will be used to support social enterprise development in Scotland.

## Capacity

The main conference facility at The Sheraton has a capacity of 450 people. The evening reception on Sept 2nd at Edinburgh Castle has a capacity of 250 and priority will be given to international delegates and early bookings. The gala dinner and ceilidh has a capacity of 500. The delegate cost for the Opening Ceremony and Gala Dinner has been reduced to less than 50% of actual cost through the generous support of World Forum Partners and Sponsors.

## Visit Programmes

two social enterprise visit programmes are being organised in central Scotland on September 2nd and the Highlands and Islands on September 5th . More details will be published in May and all delegates will be notified once the programme detail has been finalised. If you are booking international travel and accommodation and need to finalise social enterprise visits prior to booking your travel please contact the organisers for further information, or check the Social Enterprise World Forum Website, for further updates. (link to visit programme section of the website).

## Accommodation

will be booked and paid for separately through the Edinburgh Convention Bureau. The organisers have no facility to reserve accommodation or make it an inclusive part of the delegate fee. Accommodation available will range from 4\* hotel to hostel accommodation and discounts have been secured for Social Enterprise World Forum delegates. The event follows the Edinburgh fringe festival so there will be a reasonable supply of accommodation although other events including a Rugby World Cup for Golden Oldies will reduce the supply of accommodation so we encourage delegates to book early.



## Language

The conference will be conducted in English. Our financial support is enabling the cost of attendance to be subsidised and supporting the use of the interactive technology which means that all questions to presenters can be written and conveyed through the event facilitator rather than delegates addressing the full congress. To assist reporting to international stakeholders the conference closing report will contain transcripts of all Forum sessions and answers to all questions posed. A glossary of terms in a range of languages can be made available to assist delegates for whom English is not first language.

## Further Information or Specific Enquiries

Should you have a query or require information that isn't dealt with on the Social Enterprise World Forum Website or on this Programme please e-mail Gill Smith - [gill.smith@ceis.org.uk](mailto:gill.smith@ceis.org.uk) or telephone 0141 425 2907.

Marketing enquires should be directed to Fiona Ross, Development & Marketing Officer.  
E-mail: [fiona.ross@ceis.org.uk](mailto:fiona.ross@ceis.org.uk) or telephone 0141 425 2920.

Further information is available online at <http://www.ceis.org.uk/events>

## Come and meet us to discuss the Social Enterprise World Forum

CEiS events team will be attending the following international events to promote the Social Enterprise World Forum to social enterprises and support agencies;

**Voice 08, Liverpool, England, February 25th (800 delegates) (completed)**

**The Social Enterprise Alliance Summit, Boston USA March 2008. (completed)**

**Social Enterprise Visit Programme from Scotland to Berlin and Genoa, May 08 (completed)**

**Social Economy Network Conference, Northern Ireland, June 9th 2008**

**S2S Social Enterprise Trade Fair, (completed)**