



Climate Change Strategy



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1. Introduction

SEWF envisions a new global impact economy that enables our planet to regenerate and our communities to flourish. We recognise that everyone has a role to play in addressing the climate crisis and that some of our activity could be environmentally damaging unless balanced with a range of measures to address the challenge of climate emergency. This climate change strategy for **SEWF C.I.C.** is consistent with our mission-driven focus to promote the idea that the growth of the social enterprise marketplace (or global impact economy) will lead to systemic changes at the community and national levels, resulting in lower greenhouse gas emissions and a zero waste, zero carbon society. We will update this strategy annually to include event specific provisions; our wider organisational commitments, and our plans with the **SEWF 2021** and 2022 hosts.

This strategy is also our most ambitious to date and it marks a step change as we seek to become a carbon positive organisation. **SEWF** will work to reduce our carbon footprint in addition to purchasing verified carbon credits to offset our impact by 120%. We will also continue to work with our members and advisors to examine the true impact of **SEWF** carbon offsetting, with future strategy being informed by the findings of our impact reporting. By working closely with our partners at Common Good Solutions (CGS) and our **SEWF 2021** and 2022 hosts, we can realise this ambition in 2020 and thereafter. **SEWF** is especially grateful to the 2020 Event Host, Common Good Solutions, for their collaboration in introducing these climate positive measures.

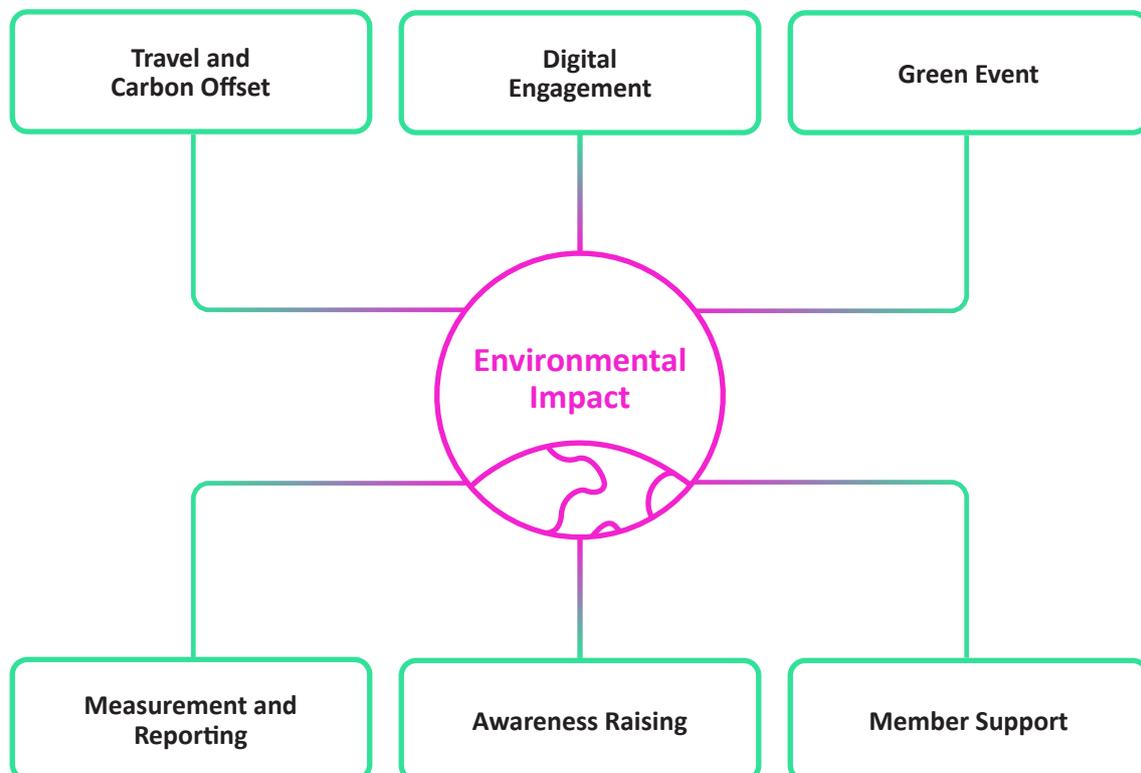
Since its inception in 2008, **SEWF** has struggled to balance the positive social and environmental impact of convening social enterprises and their supporters throughout the world, with the negative environmental impact of their travel to this flagship annual forum. One of the key features of **SEWF** is building a community to create a global impact economy; networking and personal contact is the best way to build community. Entrepreneurs who engage in social and environmental change find it most useful to gather with peers to share our ideas and experiences, ambitions and barriers. As well as the sharing of business knowledge, our **SEWF** events provide an opportunity for enhanced interaction, breaking of bread, spontaneous conversations, building trust, and making plans. This is the foundation needed to continue relationships virtually once colleagues have shared their commitment to social and environmental change in person. Future **SEWF** attendees will know that they are at the cutting edge of a global impact economy; the social capital created at our forum ensures that people are motivated and energised for the hard work of economic change, one step at a time.



2. Strategy Partnership

Common Good Solutions (CGS) in Halifax, Nova Scotia will deliver **SEWF 2020**. THE **SEWF C.I.C.** Team and CGS collaborated to co-produce this Environmental Strategy with guidance from **SEWF** Environmental Associate, Eric Lombardi. The Climate Change Strategy addresses three key themes: offsetting the impact of **SEWF** travel, increasing digital participation, and greening the event. In addition, it focuses on monitoring and reporting so that performance can be continually improved.

Areas for future consideration include Awareness Raising and Member Support as we are aware that **SEWF** can show leadership, inform and support social enterprises and others on how to address climate emergency. These areas will be developed once **SEWF** has progressed with the core elements of our strategy in 2020 and thereafter.





3. Travel and Carbon Offset

BACKGROUND

Previous **SEWF** event hosts adopted a range of measures to offset carbon, encourage digital engagement and promote waste reduction. For **SEWF 2020** in Halifax, Nova Scotia and thereafter, a mandatory carbon offset scheme is being introduced by **SEWF** and our event hosts. This, along with digital participation and greening the event through waste reduction and other measures, will ensure that **SEWF** events are carbon neutral and moving to carbon positive. These provisions are incorporated into our agreements with our future event hosts and the system will be continuously improved as we acquire data and evidence from our annual events.

Mandatory from **SEWF 2020**, the **SEWF** carbon offset process is based on two key features: average estimated journeys are used to calculate costs and costs are evenly split with every participant paying the same offset price. Typically, voluntary offset schemes have very low opt-in rates and **SEWF** believes that business travel is only sustainable if the environmental impact of flying is balanced with a measure that genuinely and transparently offsets that impact.

In developing a mandatory offset scheme, **SEWF** considered factors such as designing a registration system that charged individual fees depending on exact distance and route travelled. While this might be adopted in the future, a single fee model is more compatible with our current capacity. This single fee model proportionately disadvantages local attendees, but those who attend an **SEWF** event from the host country or city very often derive additional benefit over those who are visiting. Our scoping and consultation demonstrated that the **SEWF** community is supportive of a mandatory scheme with a single fee level, although accessibility issues are being considered through discounting.

SEWF recognises that offsets are not the sole solution to the environmental damage caused by air travel, but our scheme is part of a number of measures to address the impact of gathering people to collaborate to create a fairer global economy. Capping the number of attendees at any **SEWF** event at 1,500 after 2021 and focusing on digital engagement will ensure that attendance at **SEWF** events will increasingly be through digital means and that the number of those traveling to the event stays within our agreed limits.

SEWF will work with each of our local hosts on initiatives that reward those who use active travel and public transport, but the focus of this initiative is to address flight travel associated with **SEWF** events and its team and Board activities.



CALCULATION METHODS

There are many dozens of carbon-offset calculators with varying methodologies and features. **SEWF** is engaged with social enterprises around the world, whose mission is to regenerate the planet so our carbon-offset projects should support social enterprise solutions. We intend to look to our membership to identify projects where our contribution will directly offset the carbon we produce but also add value and build capacity. Our preferred calculator is Sustainable Travel International's, recommended by World Wildlife Fund (WWF), one of the largest and most reputable environmental agencies in the world.

Per WWF website: "WWF endorses the Gold Standard for carbon offsets in the energy sector. Gold Standard projects are high-quality initiatives that make investments in clean energy or efficient production and also contribute to the sustainable development of the countries in which they are hosted".

The table below was developed to calculate the carbon offset payment for **SEWF 2020**. Further tables will be developed for the **SEWF 2021** and 2022 events reflecting the anticipated travel zones as each event will take place on a different continent. Data from the annual registration system will inform subsequent calculations.



SEWF 2020

Using Sustainable Travel International's calculator and the estimated journeys calculated by the **SEWF C.I.C.** team using data from 2017-2019, the following table highlights the total estimated distance travelled by air, total carbon in pounds, and the cost to offset that carbon usage. This has been converted into Canadian dollars to integrate into the **SEWF 2020** registration system.

Location	Average Start Point ¹	Estimated Travelers	Miles	Total Miles	Total CO2 (lbs)	Total Offset Cost (USD)
Atlantic Canada	St. Johns	20	1,118	22,369	11,180	\$63.00
Rest of Canada	Toronto	300	1,616	484,670	242,400	\$1,359.69
NE USA	Washington (DC)	120	1,678	201,324	100,680	\$564.92
Rest of USA	Denver	120	4,225	507,039	253,500	\$1,421.94
South America	Medellin	30	5,530	165,906	82,950	\$465.49
Europe	Edinburgh	300	5,344	1,603,138	801,600	\$4,495.71
Asia	Taipei	110	15,224	1,674,595	837,320	\$4,686.03
Africa	Addis Ababa	30	12,738	382,143	191,070	\$1,071.83
Oceania	Brisbane	50	20,195	1,009,728	504,875	\$2,831.66
Totals		1,080²	67,667	6,050,912		\$16,960.27
Total attendance		1,400³			USD	\$12.11
					CAD	\$15.75⁴
					120%	\$18.90
					Total	\$26,460

¹ Flight start points are estimated based on previous events and reflect proximity factors. These will change annually.

² It is estimated that 320 people will attend using active transport, public transport, and own vehicle in 2020.

³ Local attendance is not included in flight calculator but all delegates will be charged the same offset fee. Attendance is estimated at 1400 so the total carbon produced will be divided equally between all participants.

⁴ Currency conversion provided by Morningstar.



The carbon offset cost per delegate is CAD \$15.75, increasing to \$18.90 with our 120% offset policy. Based on an attendance of 1,400 people the total amount payable to offset projects will be \$26,460. The precise payment to offset projects will depend on the actual number of registered delegates and this number may increase or decrease. 100% of the offset payments will be passed on to the designated carbon reduction projects. We are in discussions with all future hosts to secure their agreement to offset payments being at 120% of the estimated carbon footprint calculated.

The **SEWF 2020** registration system will have a mandatory charge of CAD \$18.90 per delegate. A discount of 50% will be an option for bone-fide low-income start-ups, students, and participants from developing and emerging economies. Delegates will have the option of making a voluntary contribution of an extra \$9.45 to help cover the cost of the discounted attendees and help ensure that the total amount paid to carbon reduction and replacement projects is at or over the estimated level.

PROJECTS TO BENEFIT FROM THE OFFSET FEES

Carbon offset projects can be confusing. While all Gold Standard⁵ projects must deliver impacts in sustainable development beyond climate security, different project types provide different levels of benefits. For example, a large-scale wind project based in an emerging economy may provide more country-level benefits such as better access to clean technologies, local employment opportunities, more energy independence, and increased social stability. Whereas a solar lighting project or solar livelihood systems based in a developing country benefits people at a community level.

SEWF will attempt to achieve leverage with our carbon offset partners when we are working with poorer households, including;

- Guarantee monies in Bank against which the Bank lends loans for buying solar home lighting and solar livelihood systems to the poorer households. The money goes towards making the households bankable.
- Monies can be used to reduced the interest rates offered by Banks to make the system more affordable.
- Monies can be used to pay of the initial deposit/margin monies as required by Banks to approve the lending.
- Use as leverage monies to match other potential funders in cases of extremely poor households

⁵ <https://www.worldwildlife.org/press-releases/go-with-gold-for-quality-carbon-offsetting-in-energy-sector>



SEWF C.I.C. is working with Common Good Solutions and future hosts to identify one or more in-country projects and one international project to benefit from the carbon offset payments. It is important that we engage with partners within the social enterprise community and where relevant build their capacity to use offset credits and achieve the highest standard of accreditation to gain added value from our engagement. We propose to disburse the offset funds equally between the local and international partner and review the arrangement for future years to continually improve our processes.

The local partner in 2020 is Community Forests International based in Atlantic Canada, <https://forestsinternational.org/conservation/carbon-offsets/> Community Forests International follows strict procedures for quantifying and protecting the carbon stored in healthy forests, upholding a combination of world-class verification standards including the Verified Carbon Standard (Verra) and Forest Stewardship Council (FSC) certification. Additionally, Community Forests International employs legally binding conservation easements, which ensure forests are protected from clearcutting and other unsustainable practices in perpetuity.

The international partner for 2020 is SELCO Foundation in India. SELCO Foundation was the one of the first organisations in the world to use carbon offset payments back in 1996 and has built up a wealth of intelligence on the efficacy of types of offsetting. Our collaboration will have direct carbon benefits through implementation of solar livelihood systems initiatives, but will also feature leverage to introduce health benefits and poverty alleviation.



SEWF CIC TEAM AND BOARD

SEWF C.I.C. has a small team of 4, with a registered office in Scotland. One team member works from the CEIS office in Glasgow, one from Glasgow Caledonian University and two work from home offices. Both business premises have environmental policies to minimise carbon production and the effect on climate. One of the home offices is certified as carbon positive as all energy is from renewable sources. All **SEWF** team and Board air travel, and the **SEWF** team travel using taxi's or own vehicles, will be offset with Trees for Life through a tree planting programme specifically accredited for carbon offsetting by the 'Woodland Carbon Code'. This code is the UK's gold standard for carbon offsets. It provides a stringent framework for carbon schemes to ensure accuracy and accountability, providing businesses with carbon credits that can be used for official reporting, auditing, and other schemes like ISO certification.

Trees for Life is making over 50,000 tonnes of CO2 available to businesses who need to offset in this way. **SEWF C.I.C.**'s offset will sequester carbon in an official way, but also make a lasting impact on a wild forest of global significance in the Scottish Highlands. Further information about Trees for Life <https://treesforlife.org.uk/carbon-offsetting-in-the-wild-scottish-highlands/>

The table below shows all air travel taken and planned by the **SEWF** team and board members on **SEWF** business in our financial year from 1/4/2019 to 31/3/2020. Vehicle travel isn't extensive and will be analysed in March 2020 to capture all journeys in the financial year. The **SEWF C.I.C.** budget for 2020/21 and thereafter will reflect an estimated carbon offset payment based on projected team and board member journeys on **SEWF** business. At the end of each financial year the carbon offset will be calculated based on actual journeys taken and the total carbon and offset payment will be calculated and paid to a partner project accredited by the Woodland Carbon Code. The payment will be at 120% of the calculated level to reflect our efforts to become a carbon positive organisation.

	Miles	Cost GBP
Total	182,136	£482.41
	120%	£578.89

Vehicle travel will be calculated in March 2020 based on receipted taxi journeys and mileage claimed through expenses for the four **SEWF** team members. A carbon calculator for vehicle journeys will be used to calculate the total payment, and this will be increased to 120% of the offset calculation. The total payment to Trees for Life will reflect the air-travel and vehicle travel for this and subsequent financial years.



4. Digital Engagement

To ensure environmental damage is minimised, **SEWF** is building our capacity to engage participants digitally with our events. We also recognise that the social enterprise movement remains at early stage in many countries and in-person networking is essential to the creation of an effective social enterprise movement. Our role is to convene the movement in a manner that does the least harm to the planet and **SEWF C.I.C.** and our **SEWF 2020**, 2021 and 2022 Hosts have agreed the following digital engagement actions:

- **SEWF** hosts will provide methods of digital engagement for the main sessions at **SEWF** to support participants to engage while not traveling. In 2020 the Halifax Convention Centre is equipped with the facilities to ensure high-speed transmission and contractors will be engaged to film and broadcast to a global digital audience.
- **SEWF C.I.C.** and hosts will work with national, regional, and local social enterprise networks and supporters to encourage group participation through digital means. This could mean gatherings at universities, theatres, and other venues to coordinate digital participation and create local added value from the group participation. This will be most effective when the time zone is close to the host event times as participation can be live. We will work with a range of strategic and technical partners to examine innovative opportunities for the widest possible participation.
- Pricing for digital registration will reflect the cost of providing the service, but our hosts will consider individual pricing and group pricing. We recognise that a system that provided a substantial discount to groups would allow networks and partners to recover the cost of technology set up and coordination in their locations.
- The **SEWF** event apps will be developed to enable digital participants to comment, question, and vote, much in the same way as delegates in the hall. For those not in compatible time zones we will investigate the possibility of advance questions or post session follow up.
- Sponsors will be sought to provide enhanced digital engagement options.



5. Green Event

SEWF aims to have green events where the measures taken to reduce environmental impact meet our “waste free” objectives while also informing and encouraging participants to adopt these measures in their own events. The following actions have been agreed with our current and future event hosts, but others will be considered and introduced as part of a continuous improvement approach:

- **SEWF 2020** will be held in one of the most environmentally friendly venues in North America as the Halifax Convention Centre meets the gold standard of Leadership in Energy and Environmental Design (LEED) green building certifications.
- **SEWF 2020** will prioritise use of “green hotels” and independent hotels for conference accommodation, alongside use of “homestays” where issues of safety and quality can be established.
- While the entire event will endeavour to be plastic free, we will mandate that our exhibitors and vendors do not distribute or sell plastic or environmentally harmful products. A refundable deposit will be sought to encourage consideration of sustainable practices.
- Local recycling companies, ideally social enterprises, will be engaged to assist with pre-cycling and any measures that limit waste while seeking added value from reuse and recycling activities.
- We will promote green meals and CGS have already secured agreement that will allow social enterprises to lead or be part of the catering provision. The event will primarily be meat free with the possible exception of fish and moose from licenced local indigenous suppliers. All food consumed during the event will have come from a 100-mile radius.



6. Measurement and Reporting

Measuring and reporting our environmental performance is fundamental to our strategy of becoming a climate positive organisation. Our strategy is based on reducing our carbon footprint as well as purchasing verified carbon credits to offset our impact by 120%. For this to be effective **SEWF** needs to gather data on journeys taken to ensure that our carbon footprint is true and accurate. We will also continue to work with our members and advisors to examine the true impact of the practice of carbon offsetting, with future strategy being informed by the findings of our impact reporting.

Our SEWF commitment is that on an annual basis, we will measure and report on performance, outcomes and learning related to our environmental strategy, in order to become a carbon positive organisation.

SEWF C.I.C. will work in partnership with CGS and future hosts to gather data and report on the impact of our policies on carbon offset, digital engagement, and green events. Measurement and reporting will result in continuous improvements across all areas of environmental policy, informed by the data, findings, and feedback from our measurement in 2020.

SEWF is committed to transparency in its reporting. The following elements will be reported after **SEWF 2020**, either in the Event Report, on the **SEWF 2020** website, or both:

- **SEWF** and CGS will carry out a workshop with the **SEWF** Youth Forum involving environmental experts to examine areas for improvement and further innovation. These areas and additional feedback will be reported
- **SEWF** will display the environmental strategy and outcomes on the www.sewfonline.com website. This to include educational information, reports on performance, and links to information.
- **SEWF** will show the total revenue generated from carbon offset and how this relates to the estimated offset amount.
- **SEWF** will analyse the accuracy of the distance estimate used to generate the offset fee (by contrasting country address in the registration system with the estimated continental breakdown).



- **SEWF** will confirm the fees disbursed to the offset partners and the projects that these were applied to with estimated carbon impact will be reported.
- **SEWF** will gather further data on both the project outcomes with both offset partners and the management of the offset process in order to inform the 2021 and 2022 **SEWF** Hosts.
- **SEWF** will report of the exact amount generated and paid in its annual accounts and on its website as well as tracking the benefits from the offset activity with Trees for Life.
- **SEWF 2020** will see the following actions, and others to capture the effectiveness of our environmental actions and we will use these to continuously improve our processes and practice.



