

EDINBURGH 2018



SOCIAL
ENTERPRISE
**WORLD
FORUM**



SEWF 2018

Report

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Supporting Scotland's Social Enterprise Strategy 2016-26



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SEWF 2018



Reflections from host and partners

The Social Enterprise World Forum 2018 was a truly international celebration of all that has been achieved by the global social enterprise community over the past decade. The Scottish Government, alongside event partners The British Council, Community Enterprise in Scotland and Social Enterprise UK, was delighted to host this year's event in Edinburgh – our nation's capital – for three inspirational days in September. By welcoming more than 1,400 of the world's most talented social entrepreneurs and their committed supporters, we continued a global conversation which began in Scotland ten-years ago - at the inaugural Social Enterprise World Forum in Edinburgh in 2008. Since then, Scotland's social enterprise sector has grown in size and impact. It remains, however, outwardly looking and, like Scotland itself, welcomes every opportunity to contribute energy and passion to finding new avenues towards positive social change. I look forward to catching up with old and new friends alike at next year's event in Addis Ababa.

Will Tyler-Greig /
Head of Social Enterprise at
the Scottish Government

This year's Social Enterprise World Forum in Edinburgh highlighted the dynamism, passion and ingenuity of social entrepreneurs from around the world, demonstrating how social enterprise and investment have taken centre stage in offering solutions to pervasive social challenges globally. This year the British Council was honoured to host a delegation of 130 policy makers, social entrepreneurs and ecosystem champions from over 20 countries reflecting the growth in demand from across the globe to engage in the important discussions on challenges and opportunities for social enterprise to flourish in the development of more inclusive, creative and sustainable economic ecosystems. Next year we have the honour of hosting the event in Ethiopia, the first SEWF in a developing country and a celebration of the rise of Social enterprise within Ethiopia and across the continent. We are delighted to welcome friends from across the globe to join us in Addis Ababa for what will be an inspiring reflection of the ongoing development of the social enterprise movement around the world.

Mairi Mackay /
Director of Inclusive and
Creative Economies,
British Council

Social Enterprise World Forum (SEWF) has moved well past being a once-a-year activity and now serves a global community of social enterprise and their supporters. This community is based on shared values and shared-learning and a common commitment to reducing inequality. SEWF was delighted to return to Scotland and the UK to provide a platform for exchange of ideas, with opportunities for inspiration and motivation. We thought the content was extraordinary and the networking was magnificent, as did you. SEWF has grown and developed alongside the social enterprise movement, continually listening, responding to emerging needs and improving our offering. We will continue to create opportunities to connect and learn, to develop partnerships and address challenges in our communities. One message from this year's event is very clear, SEWF must assist the social enterprise movement to self-organise, to collaborate at community level while also addressing system change and big economic issues. If we want more economies to create opportunities, to narrow the wealth gap and provide sustainable employment in responsible businesses, we have a platform for action and impact, we intend to use it.

Gerry Higgins /
SEWF Founder and Director

Participant impressions

KEY HIGHLIGHTS & INSIGHTS FROM SPEAKERS & DELEGATES AT SEWF

By Tom Allen at Impact Boom and Nikoline Arns (www.impactboom.org)

What happens when **1400** social entrepreneurs from **47** countries come together to advance the global social enterprise movement? During the Social Enterprise World Forum, as proud media partners, Impact Boom interviewed over **40** people to hear their key highlights and takeaways in an effort to advance the conversation beyond the forum. The week produced a hive of exciting activity, with fringe events around Scotland, an academic symposium at Glasgow Caledonian University, a rural symposium, a zero waste symposium, study tours and young talent program.

SOME OF THE KEY THEMES TO EMERGE FROM OUR INTERVIEWS AND CONVERSATIONS DURING THE FORUM INCLUDED:

Scottish government support from a variety of levels was highly evident during the world forum, proving that the government are going beyond talking. Deputy First Minister John Swinney provided a clear overview of the government commitment in a hearty speech during the opening ceremony. One of the week's highlights was an invitation from Scottish First Minister Nicola Sturgeon to attend the Social Enterprise World Forum reception at Edinburgh Castle, where she welcomed delegates and gave a shining example of support to other government ministers around the world. That same day, Scottish Parliament held a debate on social enterprise, where bi-partisan support was evident. What's for sure is that Scotland are going beyond talking. They're acting and implementing to drive positive social change and to me that makes them a leader of the movement globally.

The need for the movement to **think more audaciously** and create true system change was sparked by during a Future of Business discussion with Mairi Mackay, Jan Owen, Dai Powell, Indy Johar and Faraz Khan.

The importance of **collaboration and working together**, rather than in silos. Self-organisation of the sector was highlighted as a 'must' during various conversations and presentations, to help propel the sector forward, advancing the conversation and drawing attention to a range of international learning and strategies.

A strong drive and necessity to **support the youth-led movement**, harnessing the immense energy and drive of our future leaders to create change. Jan Owen stated that, 'what's front of mind for our youth is 'how do

we add value rather than extract value?' 'Our next generation is much more fluid and will not stand for inequality,' she said. Students from St Alberts Primary and Broughton High School stole the show during the opening ceremony with shining examples of youth collaboration.

How might we best **take home the momentum** built at the forum? SEWF Chair, David LePage shifted our attention to this during his closing address with the aim of creating a social value marketplace for the common good. With the great news that the forum will be hosted in Ethiopia in October 2019, this year's forum drew to a close with an energetic handover and celebration.

*"To me, this event has been incredible, in particular this morning at the plenary where we talked about, what is the challenge for us in the next ten years. I think it's a really good time for us to reflect on what's happened in the last ten years and how much work has gone into building our infrastructure, and it's really great to see how everyone is now talking really confidently about things like social procurement and social impact investment in the next ten years. What was said this morning was... **we need to find a way to make it easier for people who are not in this room to actually join the movement.** That really excites me."*

**Change to H el ene Malandain,
 Akina Foundation and Vice Chair,
SEWF CIC**

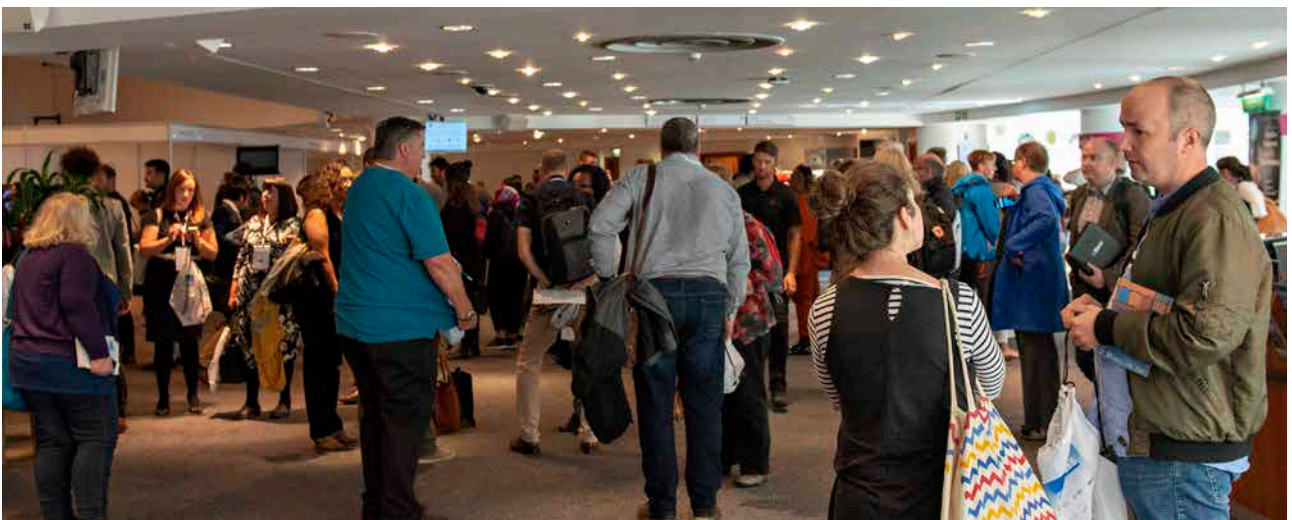
"The biggest takeaway from the conference is just we have to think bigger."

"Indy Johar completely blew my mind on the final day of the conference, encouraging us to think beyond the bake sale and thinking billions of dollar industries and go unapologetically, deliberately after that. So when I go home and moving forward, it's just positioning this and thinking about this on a much bigger scale than I ever thought possible. So walking away inspired and grateful."

**Mike Kennedy, Director,
Common Good Solutions, Canada**

*"My take on this was to always stick to our core and **always be led by heart** whenever we're doing business and good for our community. That will lead us to the right track."*

Davinia Nieper, Making It Happen & P2P



“Three things come to mind. One of them is just about **continuity of growth**, coming back here and just starting to really get a sense of ongoing scale and sophistication of activity, seeing massive diversity of solutions, tackling local niche, global, big problems. The scale of activity is heart warming.

The second point, in regards to the ecosystem building, is reinforcing the **importance of self organisation**, how important it is for social enterprises, intermediaries, actors that want to be part of this movement, organising themselves, and articulating what they want. What they want from government, what they want, in terms of finance and a market access, dictating the terms rather than being dictated to.

And the third and last is the sense of **point of intervention**. So this whole idea of trying to think more deeply around where are the points of leverage in solutions. Trying to get to the peak of intervention rather than the bottom. And so, the world is changing very fast and thinking what are the really strategic and risky areas that we have to respond to now? Be that around regulation, be that around capital flows, be that around environment, but how do we get to a dominant position in supply chains and market and innovation change rather than just picking up the bottom and maybe sort of the more local humble, which is great... but we also have to, I think, get far more ambitious about our point of intervention and the **scale of intervention**.”

Alex Hannant, Director, Yunus Social Business Centre, Griffith University

“For me, the most significant aspect of the conference was the session this morning where we were challenged to think about transformational change and to rethink the future in every aspect. And I think that really gears us up to have a different impact on the world.”

Sarah Deas, CEO, Co-operative Development Scotland

“My number one highlight of the World Forum I think was the call in the Future of Business session for **greater ambition and more imagination**.

Not just tinkering around the edge of the capitalist system, not just replacing swapping products that with slightly more sustainable ones, one by one, but really rethinking the role of business and aspiring to build companies and enterprises that come to dominate that new world of business and change the world for the better in the process.”

Tom Dawkins, CEO, StartSomeGood



"My key highlight of the Social Enterprise World Forum really has been the idea and the debate, that ten years on from when we had the first Social Enterprise World Forum, that **the landscape has changed dramatically**. So much work has been done at all levels of social enterprise, whether it's deep in communities or whether it's like at a kind of a policy level.

But now we have this incredible opportunity to step into the new economy and to actually lead the way. And so, for me, the idea about the ambitiousness and the audacity of that and also the strategic kind of vision around that is very, very, very important. We have an opportunity to really **shape the future with social enterprise.**"

Jan Owen, CEO, Foundation For Young Australians

"I think what I'm taking back home, what's very interesting from this forum is that the level of diversity of the social enterprise, the range of the sector, the range of the starting point, the range of the intention is actually surprisingly very diverse. And also, in terms of the approach. And I think it's good to be in the forum where we can learn so much of the diversity itself."

Helianti Hilman, Founder, Javara

"We are trying to figure out in what kind of policy, structures, or impact and what is a social enterprise, and where do we put the boundaries? Scotland have a very interesting structure here. It's legally bound, and we're trying to figure out whether or not that's the perfect approach. And it's been really interesting to have conversations to see if it's about the impact or if it's about the structure so we can hold people accountable for their impact. I'm not really sure if I'm fully for structure or fully about strictly getting the impact. I think we're gonna need a blend of both. I think people still need to be held accountable."

Joseph Huyer, Research Officer, Common Good Solutions

"This is my first Social Enterprise World Forum, so being able to articulate now that language of Social Enterprise was very important. I think the key takeaway is exposure. Not enough people understand what a social enterprise is and just making people more aware is a very important thing. That's the next step first for social enterprises. Getting the word out there about what we are and what we're doing."

Bradley Daye, Placemaking 4G, Halifax, Nova Scotia

*“My takeaway is that individually and collectively, the purchasing decisions we make have a profound impact, not only on our economy, but our environment and our communities. **By changing the way that we spend our money, we change the world.**”*

Matthew Taylor, Policy Advisor at Victorian Government and co-founder of Met Design

“My name is Leila Alexandra, I’m from the Community Grocer. We run weekly affordable, fresh fruit and vegetable markets in Melbourne advocating for healthy, connected communities. And my takeaway from the Social Enterprise World Forum is that social enterprises are inherently cross sector and have social environmental issues at their heart and values, and they are the future.”

Leila Alexandra, The Community Grocer



*“This year’s gathering was testament to the growth of the social enterprise movement globally and a maturing of the conversation around the challenges and opportunities. It was particularly pleasing to have such a strong focus on the supply chain and opening up procurement channels in the public and private sector. The reception at the Great Hall in Edinburgh Castle to hear the First Minister speak of Scotland’s long-term commitment and vision to the growth of social enterprise in the economy was absolutely awesome. A highlight of the week. One cannot continue to be other than utterly **impressed by the political and government leadership** to social enterprise in Scotland.”*

David Brookes, Managing Director, Social Traders

*“I’m here at my second ever World Forum. I was in New Zealand last year, Edinburgh this year. So for me, what’s brilliant is being able to meet and connect with my Scottish scene, but more importantly the international scene again, and seeing how it all connects together on a global perspective where we bring together the startups, the mature businesses, and they’re the thought pioneers in the movement. **It’s really exciting to be part of a global movement**, not just a national movement, and to spend time with people. That’s the critical thing.”*

Claire Carpenter, CEO, The Melting Pot

Social enterprise supply chain

We are delighted to have worked with **44** third sector organisations in the event supply chain with spend of **£535,759.78**. This is an impressive **62.86%** of the total expenditure of **£852,308**.

- Afanite Ltd
- An Lanntair
- Breadshare
- Brewgooder Limited
- Broomhouse Centre & Enterprises
- Café Source
- Callander Youth Project
- Callanish Visitor Centre
- CEIS
- CHIL
- Community Central Halls
- Cyrenians
- Digital Storytellers
- Dundee City Pipe Band
- Edinburgh Social Enterprise Network Ltd
- Elite Linguists
- EVH
- Fable Bureau
- Fablevision
- Footprint Copy
- Frameworks
- Glasgow Social Enterprise Network
- Grace Chocolates
- Grassmarket Community Project
- Grow Your Own Talent
- Impact Hub Inverness
- Inspiralba
- Isle of Harris Distillery
- Kibble
- Libertie Project
- Locavore
- Media Co-op
- Open Aye
- Out of the Blueprint
- Punjabi Junction/Sikh Sanjog
- Scottish Youth Theatre
- SEWF CIC
- Shetland Soap Company
- Social Stuff
- St. Andrews in the Square
- Talla na Mara
- The Hub
- Wildhearts
- Wolftrax

Supply chain case studies

DELEGATE BAG AND ACCESSORIES

The Libertie Project in Inverness supplied the delegate bags, lanyards and plastic wallets for badges for the event. Libertie reported *"We worked out today that 15 prisoners, 4 young people and 1 disabled person will complete a work experience placement and gain accredited core skills qualifications as a result of taking part in this group project"*. Libertie also shared her journey and the business opportunities presented by SEWF in the drawing below.



DELEGATE HANDBOOK

We selected Out of the Blueprint as our printer for the delegate programme and handbook due to the sustainability of the product. Out of the Blueprint is a social enterprise specialising in risograph printing - an affordable, eco-friendly print process with a unique aesthetic. RISO printing is the world's most environmentally friendly printer, with non-toxic soy ink, banana plant-fibre stencils, and it uses **95%** less energy than photocopying! They also print on **100%** recycled and FSC-approved paper, with zero emissions and a minimal amount of waste.



EVENT CATERING

We worked with Edinburgh Social Enterprise Network to ensure the lunch catering at SEWF was **100%** sustainable. This was achieved by ensuring all food was sourced sustainably through our social enterprise supply chain, the use of compostable packaging and cutlery and all unused food collected by local charity, Cyrenians and distributed to homeless people.



SOCIAL ENTERPRISE SUPPLY CHAIN

We worked with our partners in SAP and Social Enterprise UK during SEWF week to produce a Massive Online Open Course (MOOC) - [How Social Enterprises Enhance Corporate Supply Chains](#). This features world leading corporate, social enterprise and specialist support services and the course will run from 22 Jan 2019 for four weeks.



Behind the scenes

As the host organisation CEIS balanced the risk and expectation before and during the event with the reward and satisfaction of meeting or exceeding our targets or expectations.

We worked in partnership with our Advisory Group, Partners and Sponsors, the SEWF Board, many individual social enterprises and our own staff team and associates at CEIS to create a resource that was greater than the sum of its many and varied parts. We saw amazing dedication and commitment at all levels, within our team, from temporary staff, from long standing partners and from people we didn't know but who wanted to be part of SEWF. All of the above resulted in an incredible experience for those involved in delivery.



When planning started we recognised that our challenge was to enable Scotland and the UK to show what has been built, to share lessons and learning and to demonstrate the best of global citizenship. Your feedback indicates that this has been achieved, we are honoured to have had the opportunity.

Being a **10** year anniversary event we pushed the boat out with a 3 day forum and fringe events – Study Tours, Rural Symposium, Zero Waste and Zero Carbon Symposium, Academic Symposium, Policy Forum, Young Talent week, Social Sabbatical and filming for a MOOC.

THIS EXPANDED PROGRAMME ALLOWED US TO:

- focus on the importance of engaging with young people
- reflect on progress over a decade while looking forward to the next ten years
- explore big economic issues including the future of business and the potential of social enterprise to reduce inequality
- engage with a record number of governments to encourage development and support social enterprise ecosystems
- emphasise the need to make a breakthrough in raising awareness, featuring the Scottish strategy of social enterprise in schools ([see link](#)) and international campaigns like Buy Social ([see link](#)).
- create networking opportunities through the exhibition, Ceilidh, study visits to encourage multi-cultural interaction and social capital creation
- focus on Sustainable Development Goals (SDG's) as throughout the event we had multiple sessions focused on sustainable economic growth, food waste, good health and wellbeing ([see link](#))
- dedicate time to extensive speaker preparation to ensure all speakers got time to shine and participants had opportunity to engage
- feature a great mix of presenters, including start-ups, micro-businesses, award winning enterprises and many of the most inspirational social enterprises on the planet

- try a range of formats including masterclasses ([link](#)) to support learning, and debates to take an irreverent but serious view on important topics
- showcase Scottish, UK and International experiences in a way that most participants appreciated – many surprises and revelations each day
- address accessibility and inclusion as we worked with sponsors and partners nationally and internationally to secure bursaries for delegates to attend and/or present at SEWF 2018 including PwC, British Council, Common Good Solutions, Scottish Government, Postcode Innovation Trust, Glasgow Social Enterprise Network and UK Steel. Bursary programmes were available to delegates in New Zealand, Canada, Scotland, England and Wales and allowed circa **400** people to attend the event for £50+VAT or for free.
- Build in Sustainability, as our venue (EICC), which prides itself on being a sustainable venue through its Plan-It-Green programme. This includes any signage/banners not required being recycled, and any leftover delegate bags/materials being donated to charity, ([see link](#)). No single-use plastic bottles were distributed at the event. Instead delegates were encouraged to bring their own refillable water bottle or to pick one up from sponsors Johnson & Johnson and Just Enterprise and hundreds of you did.

CONTINUOUS IMPROVEMENT

We are focused on many areas for improvement and ensuring future hosts benefit from this learning. We are already in the planning phase for SEWF 2019 and 2020 and using the learning from this year, (and previous years), to continually improve systems and processes. Feedback from the Young Talent Group was very helpful and is being integrated into future SEWF planning;

- I think the Young Talent program was brilliant and I did learn many things from it, but the main SEWF program could include more hands-on or interactive workshops as done during the Young Talent programme.
- Make an announcement at the start of the event telling people to talk and approach us youngsters. It can be very intimidating to approach people when most of them are older and more experienced than you, so giving them a nudge from the start would help!
- Have more young people on stage and in panels. Some of us in the YTP would have loved to share our thoughts in a proper presentation
- I think there should be loads more ice breaking activities that get you to talk to tonnes of new people.
- Filming all of the talks and putting them online for people to watch back or watch in case they missed the talk.

YOUR IMPRESSIONS

- The global reach - the panel discussions were amazing especially the ones about thinking far bigger
- Quality of speakers, choice and variety of topics, diversity of attendees, quality of booths
- The mix of other social enterprise professionals from around the world. The calibre of the speakers and the scale of the event.
- The fantastic diversity and best practice examples gathered and also the huge number of interesting people and contacts gathered
- The sessions that challenged thinking, brought a great group together for a robust session and were participatory rather than just talking at a room. Lots of space for conversations and networking, and a rocking ceilidh! We work in an amazing tribe...
- The Exhibition and networking space was the best I'd experienced at a SEWF
- A lot!! It was very well organized, the speakers were awesome, the facility was perfect, easy to find the sessions, the staff were great at helping if you needed anything, the self serve water and bottles were very much appreciated.
- I especially liked seeing the Social Enterprise vendors that you could purchase from. It was great to hear their stories and the awesome work they are doing as social entrepreneurs. It gave me a chance to support local Social Enterprises with such variety and great purpose. I loved the entire event!
- The school children stole the show
- Plenary speakers were informative and inspiring. The tracks were well thought out - although you couldn't attend everything it was an impressive array of topics and presenters. Opening and closing ceremonies were very well done!

TEAM IMPRESSIONS

- Thrilled to have received such enthusiastic & positive feedback
- Humbled that so many global changemakers (local & international) thanked us for giving them the opportunity to participate
- Delighted to have exceeded our delegate numbers target, a huge thanks to all who assisted!
- Excited at the huge volume of interest from future potential hosts
- Proud to have been able to showcase best practice from our home nations
- Encouraged to change our future event support model to meet the increasing needs and opportunities for the social enterprise movement
- Still struggling to comprehend the huge international attendance
- Pleased that the event met its financial targets (surplus **3.5%** of turnover) as this is important for us and future hosts.
- Delighted that the Scottish Parliament held a debate about Social Enterprise World Forum on 11th September ([see link](#))

SEWF 2018 HAD RECORD LEVELS OF SUPPORT AND PERFORMANCE



47 COUNTRIES INVOLVING 1400 DELEGATES - WITH THANKS TO THE BRITISH COUNCIL WHO SUPPORTED INTERNATIONAL PARTICIPATION, BRINGING **120** REPRESENTATIVES FROM **18** COUNTRIES IN ASIA, AFRICA AND SOUTH AMERICA.



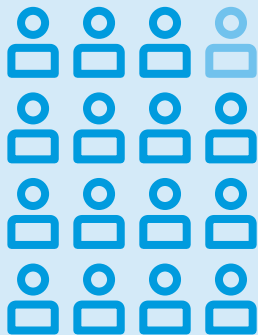
INTERACTION AT RECORD LEVELS THROUGH THE EVENT APP WITH, **1150** UNIQUE USERS ACROSS DEVICES AND **11,900** USER MESSAGES AND SOCIAL SHARES



23,809 ENGAGEMENTS THROUGH FACEBOOK AND TWITTER, **36,621** WEBSITE VISITS AND **22,917** VIDEO VIEWS



213 SPEAKERS FROM **32** COUNTRIES INCLUDING **57** SCOTTISH SPEAKERS, **41** UK SPEAKERS AND **115** INTERNATIONAL SPEAKERS. WHERE POSSIBLE, EVERY SESSION INCLUDED A SPEAKER FROM SCOTLAND, THE UK AND INTERNATIONALLY, ENSURING A BALANCED PROGRAMME REPRESENTATIVE OF NATIONALITY, DEMOGRAPHIC, ETHNICITY AND GENDER



93% OF DELEGATES WHO RESPONDED TO FEEDBACK SURVEY, RATED THE OVERALL EVENT AS EXCELLENT OR VERY GOOD.

MALE - **115**
FEMALE - **98**



Online resources

With a crammed two and a half days, it's easy to miss out on everything that's happening. So, we've put together a handy list of online resources for you to access and continue your learning.

SPEAKER PRESENTATIONS

[DAY 1 >](#)
[DAY 2 >](#)
[DAY 3 >](#)
[Academic Symposium >](#)
[Zero Waste and Zero Carbon Symposium >](#)
[Rural Symposium >](#)

PHOTOS

A collection of photos from the main SEWF and evening events

12th September

- Day 1
- Edinburgh Castle evening reception

13th September

- Day 2
- Grand Ceilidh

14th September

- Day 3

[VIEW PHOTOS >](#)

VIDEOS

SEWF Live stream

Our 5 main plenaries across the 3 days recorded in full.

- **Opening ceremony and main plenary 1:** The best of social enterprise - Overcoming challenges
- **Main Plenary 2:** Raising social enterprise awareness to the next level
- **Main plenary 3:** Corporate social challenges
- **Main plenary 4:** Tech for good
- **Main plenary 5:** The collaborative economy and the future of business

SEWF TV

Catch up on interviews with speakers and delegates throughout SEWF 2018 talking about their highlights from the event.

CLOSING CEREMONY

A video recapping the full week's event including fringe events and study tours.

HEARTS OF CHANGE

Cultural performance by SEWF 2019 hosts, Ethiopia, giving delegates a flavour of what to expect at next year's event.

[VIEW VIDEOS >](#)

MASTERCLASSES

Short sessions recorded by Social Enterprise Institute with topic experts throughout SEWF 2018.

[VIEW MASTERCLASSES >](#)

SOCIAL SABBATICAL AND MOOC

In partnership with



To commence the SEWF global partnership with SAP, we supported the SAP social sabbatical, where **9** SAP staff spent two weeks in **3** local social enterprises, Penumbra, Social Enterprise Academy and Homeless World Cup. The SAP team brought expert skills to each of the enterprises but learned a huge amount in the process.

We worked with SAP and SEUK to develop a four-week MOOC (massive open online course), on 'How Social Enterprises Enhance Corporate Supply Chains? This course is available on 22 January 2019 and will raise awareness of the sector and supply chain opportunities to an anticipated global enrolment of **10,000** people. To enrol in the course, visit [here](#).

ACADEMIC SYMPOSIUM

In partnership with



Overview by Professor Michael Roy, Glasgow Caledonian University.

We welcomed around a hundred delegates from 20 countries to Glasgow Caledonian University, in Scotland's largest city. The focus of our symposium was not just upon social enterprise research and building critical capacity and capability in that area, but teaching social enterprise, and meaningful engagement for mutual benefit. We had four parallel sessions of 60 papers presented in total. Our aim was to bridge the false silos that have been built up between research, teaching and engagement.

Our first keynote was Professor Diane Holt from the University of Essex who enthralled us all with her tales from researching social enterprise in sub-Saharan Africa, explaining to us all what we can learn from such places. The answer being: a very great deal. Without understanding context we cannot hope to understand the forms and practices of social enterprise that exist elsewhere, which do not always map easily into neat boxes.

Our second keynote was by Professor Jo Barraket from Swinburne University in Melbourne Australia, who is well known as Australasia's top Social Enterprise researcher. She explained how over decades of research she has worked to make research meaningful to a range of audiences, including policymakers and practitioners.

On Day 2 we heard from Alex Hannant, formerly from the Akina Foundation and your host last year, on his journey from practice to academia and back again and having to overcome the feelings of imposter syndrome or of being a cuckoo in the nest at times. The inspiring centre that he is building at Griffith University in Brisbane, Australia definitely makes them one to watch in the future.

We closed with a panel session and where one of the highlights was listening to Professor Jim Austin, Emeritus Professor from Harvard Business School, regale us all with the story of how their academic work on Social Enterprise started some **25** years ago - based upon an RTE (Research, Teaching and Engagement) model where each aspect overlapped and reinforced the other. Jim's dialogue reminded other prominent academics in the field that not only do we owe a debt to the pioneering work of Jim and his colleagues, but also to continue in that ethos and generous spirit in the future.

ZERO WASTE AND ZERO CARBON SYMPOSIUM (ZWZC)

In partnership with



The event featured local and community leaders, best practice industry models and global solutions with community roots; **48** participants from **9** countries and 4 continents attended over the course of the **2** days. Beyond sharing and networking, the purpose of the symposium was the exploration of collaborative ventures and initiatives, working towards zero waste and zero carbon goals. As well as providing an opportunity to hear from global experts and leaders, the aim of this event was to develop ongoing collaboration on environmental issues within the social enterprise sector. Throughout the two-day event, open table discussions took place with **4** key topics identified and discussed:

- **Changing Consumer Behaviour:** educating current/ future consumers; ZWZC in education/ schools; changing consumer behaviour
- **Product Design:** making new products that are sustainable; extending producer responsibility; built-in longevity to products; R&D for small enterprises
- **Engaging the Community:** engaging the community in waste/ change; engaging the disengaged for lasting change; local community ownership of waste
- **Private Investment in Social Purpose:** purpose-aligned investment models; tapping into community/ private wealth; superannuation for community renewable facility ownership
- The group focused on how they could address these issues, individually, collaboratively and collectively and has set up an online community to continue dialogue, sharing ideas, news and stories to address these issues.



RURAL SOCIAL ENTERPRISE SYMPOSIUM

In partnership with



An account by Matt Pfahlert, CEO, Australian Centre for Rural Entrepreneurship.

The inaugural Social Enterprise World Forum Rural Symposium was held recently on the Isles of Lewis and Harris in the Outer Hebrides of Scotland. This breathtakingly beautiful and remote location played host to **45** rural policy makers and practitioners from across the world with a lens on the role social enterprise is playing to rejuvenate struggling rural economies. The forum combined workshop style lectures and discussion with field trips to Isle of Lewis and Harris social enterprises and rural businesses focussed on sustainable local employment.

The symposium was hosted by the Highlands and Islands Enterprise (HIE), a Scottish government agency dedicated to building community capacity as a means to fostering inclusive economic development. After **50** years of determined effort, their success in re-populating rural communities is now a world-leading model, from which we can learn so much. HIE has invested in their people, basing them in the rural communities building trust and the ability to be genuinely responsive to community needs.

Big business is not the answer - Scotland courted large national and multi-national companies up until 2007. The Scots said this approach failed, with millions of pounds spent on courting investment to drive economic growth in rural areas. The result most often was a 'Leaky Bucket Economy', where the money that flows into the community flows right back out again – thereby creating limited local employment or sustainable long-term economic benefit to the community. Social enterprises in the Highlands and Islands of Scotland employ more people than the combined sectors of Forestry, Fisheries and Agriculture.

Leveraging Assets - rural businesses that are thriving in the Outer Hebrides and other global locations, all have an authenticity about them. They have a strong and obvious connection to the place, its people, culture and heritage. If we use a wine analogy, the businesses are like 'terroir' – they are the product of their location and have a sense of place. People who are connected

to a place by birth, experience, ancestry or interests are people who may want to invest in rural economies. 'Connected investors' are paving the way for many new and exciting rural social enterprises.

Community Owned Assets - there is a recognition by the Scottish Government that local communities are best at owning and managing their own assets sustainably. In fact, there is legislation that allows communities 'the right to buy' their valued assets when they come onto the open market, whether in public or private ownership. In rural communities, this often starts with the retention of a valued local service. Over time, and with the confidence success brings, these groups often extend their interests to bold and ambitious community renewal enterprises.

Next Steps - Symposium delegates all concurred that the next generation of social enterprise practitioners are incredibly bright, capable and willing to lead the change required to navigate a complex and uncertain future in rural economies. The majority of under 35's are unwilling to pursue a career that doesn't consider people and the planet at the centre of all their future decision making. This provides great hope for the change our global society desperately needs.

The Inaugural Rural Symposium for Social Enterprise provided an incredible vehicle for practitioners and policy makers to learn from each other and the experience of HIE. The growing movement of social enterprise recognises that the drivers present in rural areas are often quite different to those in the urban areas.

This symposium reinforced that there are a number of universal issues and opportunities. Through learning from and actively supporting each other, we can advance the policy and practice for rejuvenating rural communities.

Study tours - highlights



THE HIGHLANDS –
19 DELEGATES FROM
AUSTRALIA, CANADA,
SCOTLAND AND NEW
ZEALAND



GLASGOW –
40 DELEGATES FROM
ETHIOPIA, KAZAKHSTAN,
PAKISTAN, SUDAN AND
TURKEY



DUBLIN –
10 DELEGATES FROM
TAIWAN, CANADA AND
AUSTRALIA



CALLANDER –
32 DELEGATES FROM
NEW ZEALAND, TAIWAN,
AUSTRALIA AND JAPAN



EDINBURGH – 70
DELEGATES FROM
AUSTRIA, HUNGARY,
INDIA, IRELAND,
ITALY, NEW ZEALAND,
SCOTLAND, SPAIN AND
SWEDEN



BIRMINGHAM –
5 DELEGATES FROM
TAIWAN, SINGAPORE
AND UK



LONDON –
10 DELEGATES FROM
THAILAND AND NEW
ZEALAND

Into the future

PARTICIPANT ACTIONS/OUTCOMES

SEWF participants identified the following actions and outcomes through the event survey;

- We want to develop a Housing Association based on The Link Group model
- We have partnership contracts to be signed, many follow-ups to do with connections made
- I have made post-conference connections to introduce some of the learning resources and tools to our community in Canada.
- Already developing partnerships around A Film Festival following the Social Shifters film as well as other collaborations
- Too much to document. Excited about lobbying our own state government to do more for social enterprise when I return
- Proposing a coworking facility within my organisation, partnering with other SEs to start a social enterprise network
- Create a joint venture with our new friends in Dublin
- To incorporate young people much more in my business planning and strategy
- A surprise benefit was a chance to meet several delegates from my own country who I am now much more likely to do business with.
- Lots of opportunities internationally we hadn't anticipated
- Scope to develop a youth leadership programme for our area
- Potential new speaking opportunities, a potential for funding, resource exchange from a similar Social Enterprise, another delegate offered graphic design/animation skills for free to low cost
- New leads and contacts for business opportunities
- Multiple contacts made with real business opportunity. Follow up has occurred already and will continue.
- Connections with people who can become customers as well as people who have the experience to help us shape our organisation.
- About 10 strategic contacts with whom I will continue to develop relationships and potential partnerships.

ATTENDANCE AT PREVIOUS EVENTS HAS HELPED PARTICIPANTS IN THE FOLLOWING WAYS

FORM A PRODUCTIVE RELATIONSHIP/PARTNERSHIP

31.03%

THINK DIFFERENTLY ABOUT YOUR WORK

24.14%

TAKE ON NEW A NEW IDEA OR VENTURE

17.24%

IMPROVE THE WAY THAT YOU DO THINGS

13.79%

ACHIEVE A PROFOUND SHIFT IN YOUR BELIEFS

6.90%

BRING BETTER RESULTS FOR YOUR ORGANISATION

6.90%

THE LENGTH OF TIME TO EFFECT CHANGE AFTER ATTENDING PREVIOUS SEWF EVENTS

IMMEDIATELY	51.72%	WITHIN 1 YEAR	6.90%
WITHIN 3 MONTHS	20.69%	1 YEAR+	3.45%
WITHIN 6 MONTHS	13.79%	WITHIN 1 MONTH	3.45%

THE SINGLE MOST IMPORTANT EFFECT ON YOUR WORK FOLLOWING ATTENDANCE AT SEWF

1. Validation
2. Inspiration to think big and not be put off by obstacles
3. Inspirational people and speakers. In NZ the overall experience motivated me. In Scotland it has been Indy Johar and Lord Adebowale
4. Witnessing humanity in action
5. Social networks, partnerships, inspiration
6. Connections and networking
7. Clarity of mission
8. Connections to other people doing cool work
9. Connectivity to new relationships and making visible the potential of our enterprise and grow internationally.
10. Global perspectives and learning from others
11. New long term employment opportunities for disengaged/at risk youth
12. International friends and colleagues who are working to change the world.
13. Inspiring me
14. Increased understanding of key challenges and experiences of others which I can draw on or feed into the development work I do. Also building my network across the sector.
15. The grounded dialogue of Scotland
16. focus on the outcome, ignoring "noise" and distractions
17. Broadening of my horizons

SEWF 2018 PARTICIPANT PRIORITIES FOR INTERNATIONAL ASSISTANCE

- Help to establish supportive government policies for the sector globally
- Spread inspiration and ideas from social enterprises in other countries
- Collaborate to create stronger national and international social enterprise networks
Provide opportunities to connect online with peers across the world
- Be a stronger collective voice for social enterprises globally
- Improve access to learning and tools to help build social enterprises
- Produce more evidence about the impact of social enterprises
- Organise more events to bring together social enterprises
- Campaign to raise awareness to increase knowledge of social enterprises
- Engage with the corporate sector to develop business partnerships on the basis of equity

Thank you

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How Social Enterprises Enhance Corporate Supply Chains

Corporate supply chains represent a significant opportunity to achieve social impact. Increasingly, businesses are choosing to purchase from social enterprise suppliers who can provide high quality products and services whilst delivering social value to their communities.

As a social enterprise, how do you tap into this market? And, as a business, what are the benefits to you? Learn from experts from both sides of the corporate-social supply chain in this free four-week Massive Open Online Course (MOOC), brought to you by Social Enterprise World Forum, Social Enterprise UK, and openSAP.

Start date: January 22, 2019

Enroll now: open.sap.com/social-suppliers



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