

# Social Enterprise World Forum 2019

## Final Report



“

Ethiopia has been outstanding. If there was a better way to showcase the energy and the enterprising potential of this country, I can't think of it.

Gerry Higgins, Founder and Managing Director, SEWF CIC



”

Each handmade product  
in the Because of You scarf  
collection tells the story of a woman  
who was once at risk.  
It holds her past and shines light on  
her future. This is how her  
story begins.

## THE VISION FOR SEWF 2019 WAS TO:

- transform social enterprise into a major driver for growth and change in Ethiopia
- grow the number of social enterprises, and institutions that support social enterprises, across East Africa and the African continent thereby raising their profile
- make the global social enterprise movement more diverse and inclusive.

## THE OBJECTIVES FOR SEWF 2019 WERE TO:

- ensure accessibility to social enterprise leaders, practitioners and supporters
- connect people across Africa and the world, enabling collaborations between advanced and developing economies
- achieve legacy impact and movement building through the establishment of new policies, strategies, funds, legal frameworks and networks
- share and transfer strategies, solutions and learning
- showcase and celebrate successful social enterprises in Ethiopia and Africa
- create opportunities for the best social enterprises in the world to support sustainable development.

“

A profoundly different and powerful social enterprise world forum [that will] change the African narrative. I think we have been part of history and I think we will look back and see the difference this forum has made.

Moses Anibaba, Regional Director, Sub-Saharan Africa, British Council

”

## INTERNATIONAL REPRESENTATION

The SEWF 2019 was more globally inclusive than ever before, with more equal representation from rich and poor countries. There were 1,312 participants from 71 countries and territories (an event record), of whom 30% came from Ethiopia, 17% from the rest of Africa, 53% from the rest of the world.



## AFRICAN INSPIRATION

The event prominently featured Africa with accomplished and inspiring African social entrepreneurs making up 47% of all speakers.

## DIVERSITY AND INCLUSION

The Social Enterprise World Forum 2019 featured the highest proportion of female speakers (55%) and young speakers (24%) in the event's history. This was possible thanks to successful co-creation among the Forum's own Secretariat and Board members from around the World, the host teams at the British Council (global, regional and in-country) and Social Enterprise Ethiopia.

## A FESTIVAL OF EVENTS

The week featured no fewer than 12 side events including a Policy Forum and an Education and Academic Symposium, urban and rural study tours, as well as an African themed conference dinner and an Ethiopian themed dinner.

## SOCIAL PROCUREMENT

22 of the event's 51 service providers were social enterprises or incubators accounting for 43% of the total.

## CORPORATE PARTNERS

Our Gold and Platinum partners were Johnson & Johnson, SAP, Vodacom, IKEA Foundation, Reach4Change.

Social business is the best strategy to lift Ethiopia out of poverty... and to create a fair, inclusive economy for all.

Kibret Abebe, President of Social Enterprise Ethiopia and founder of social enterprise Tebita Ambulance

“



## LEGACY FOR ETHIOPIA

SEWF 2019 raised awareness of social enterprise across Ethiopia. An already supportive government is speaking more boldly about their commitments to this sector. The EU announced its Innovation Fund to support social enterprises with innovative ideas and IKEA and Acumen partnerships were launched at SEWF 2019 to support the social enterprise sector in Ethiopia and East Africa.

## LEGACY FOR THE FUTURE

50 young individuals from around the globe took part in a Youth Week designed to increase youth participation in social enterprise; amplify youth voices on unemployment, education, political participation; initiate youth networks; create opportunity for investment; and call for action.

We at the government of Ethiopia recognise the importance, the value and untapped potential of social enterprise in addressing the challenge of the poor, the challenges of our society.

Dr Ephrem Tekle, Commissioner for the Jobs Creation Commission, Federal Democratic Republic of Ethiopia



It's a big deal to have the forum here and your presence here will leave a legacy. [...] It will engage Ethiopia and Africa in the inclusive economy movement.

Bruktawit Tigabu, Founder of Whiz Kids Workshop

**MEDIA REACH:**

The total media reach for SEWF 2019 is estimated to exceed **100 million**. On Twitter, the hashtags #SEWF2019 and #SEWFAddis achieved a 10 million reach. International media partners included Thomson Reuters Foundation, Pioneers Post, Impact Boom and The Rooftop.

**ENHANCED STORYTELLING**

In the lead-up to SEWF 2019, Pioneers Post and the British Council provided training to Ethiopian journalists to enhance their knowledge of social enterprise, social investment and solutions journalism. They organised Ethiopia’s first Social Enterprise Journalism Awards to promote reporting on social enterprise and SEWF 2019. Additionally, they provided communications training to Ethiopian social entrepreneurs.



The #SEWF2019 in Addis was an inspiring event full of stories of lives transformed. It was often profound, yet also illustrated the need for change, fairness & equality. Proud to represent Scotland & to feel the global love for  but there is still work to be done.

Tweet by Aileen Campbell, Cabinet Secretary for Communities, Scottish Government

#SEWF2019  
#SEWFAddis



**THE FEEDBACK SHOWED THAT PARTICIPANTS FELT THE SEWF 2019:**

- created networking opportunities
- facilitated learning and sharing
- was conducive for collaboration and friendship
- created an atmosphere that energises, refreshes and inspires.

SELECTED MEDIA COVERAGE:



**PIONEERS POST**

**THE Reporter**  
FREE PRESS FREE SPEECH FREE SPIRIT

**THE NATIONAL**  
THE NEWSPAPER THAT SUPPORTS AN INDEPENDENT SCOTLAND

**BUSINESS INSIDER** by **pulse**

**IMPACT BOOM**

REPORTING BEYOND YOUR EYES  
**ADDIS STANDARD**

**THE ROOFTOP**

 **THOMSON REUTERS FOUNDATION**

**Joy Online**  
myjoyonline.com



OF THE FEEDBACK COLLECTED FROM 205 PARTICIPANTS ...

195

indicated they were satisfied with speakers, venue, overall conference experience and quality of sessions.

186

rated the conference as either very good or excellent

195

stated that the conference met their expectations

177

considered the SEWF 2019 to be useful in terms of creating networking opportunities.

## WHAT'S NEXT FOR SEWF?

Our event closed with a handover ceremony to SEWF 2020 which will take place on 23 – 25 September in Nova Scotia, Canada.

SEWF 2019 is also voluntarily implementing carbon off-setting to reduce the impact of the event on climate change. This is in line with the new Social Enterprise World Forum Environmental Policy.



“

In the face of mounting inequality and a climate emergency, it has never been more important to build a global social enterprise movement. [...] You are proof that there is a better way to conduct business, one that addresses the entrenched issues we face and is conducted for the benefit of people and planet.

Clare Reddington, British Council Trustee and CEO of Bristol-based creative social enterprise Watershed

”

1,312 delegates, 195 speakers, 71 countries and territories, 52 sessions, 46 exhibitors, 12 side events...

[Watch the SEWF 2019 highlights in this wrap-up video](#)



STRATEGIC PARTNERS



PLATINUM PARTNERS



GOLD PARTNERS



BRONZE PARTNERS



OTHER PARTNERS



MEDIA PARTNERS

