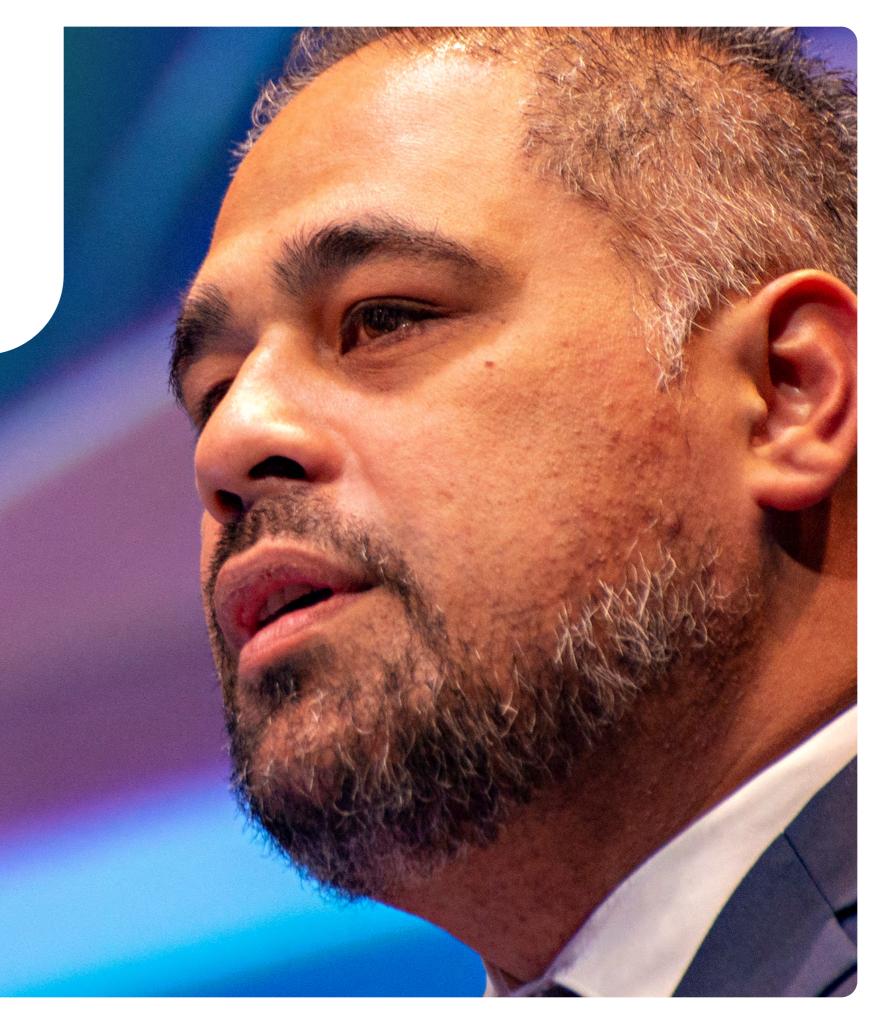


COMMON GODD SOLUTIONS

27-28 APRIL 2021 | EVENT REPORT



Contents

- 1. Foreword
 - 1.1 Learning from 2020
- 2. Event highlights
- 3. Social enterprise policy landscape
 - 3.1 Opportunities
 - 3.2 Challenges
 - 3.3 Societal challenges

4. The event experience

- 4.1 Attendance
- 4.2 Experience
- 4.3 Programme
- 4.4 Key actions from the Policy Forum
- 5. From the participant perspective
 - 5.1 Feedback & quotes
 - 5.2 Social media engagement

1. Foreword

Social enterprises innovate to effectively address some of our world's most pressing policy challenges like global poverty, growing inequality, social exclusion and the climate crisis.



Over the past two years, the need for cross-sector collaboration and policy innovation has never been more apparent as the COVID-19 pandemic continues to devastate communities and exacerbate global inequality. Effectively structured and locally adapted policy ecosystems are necessary to provide the enabling environment that leads to flourishing social enterprises and stronger, fairer communities.

We set out to examine the role policymakers play alongside other actors to facilitate market access, develop forms of social finance, support capacity-building efforts and disseminate knowledge. SEWF, with Common Good Solutions in Nova Scotia as SEWF 2021 Co-host, and supported by Buy Social Canada and the Social Enterprise Council of Canada, convened our largest global Policy Forum yet. For two days (27-28 April) we gathered virtually to engage policymakers and sector leaders through breakout discussions, keynotes and panels.

Most importantly, our digital platform Hopin allowed us to democratise this year's Policy Forum: the event became open invitation for the first time ever. **This resulted in a 222%**

increase in the number of people who attended from 2020 and a 206% increase in the number of countries represented from 2020. The opportunity to engage with new leaders and policymakers in the movement who bring different perspectives from all over the world is something SEWF will always seek to offer through our Policy Forum.

1.1 Learning from 2020

This year's event, our second-ever virtual Policy Forum, built on learning from the Policy Forum and SEWF's Community Consultation in 2020. With the virtual format, and an acceleration of collaborative working within and across sectors that the pandemic necessitated, the SEWF Policy Forum 2020 demonstrated the value of collaboration within the social enterprise sector globally. As a response to this trend, SEWF used the Policy Forum 2020 report to commit to facilitating sector engagement across countries and cultural contexts by providing safe and collaborative spaces to learn



. .

from both policy success and failure, with a particular focus on supporting action in countries where there is no policy or support for social enterprise. In the 2020 report, we also noted that 'As a sector, we must be bold in our advocacy to position social enterprise at the centre of new economic models and regeneration programmes.' Through the SEWF Digital event in 2020 we also learned that our community not only saw social procurement as one of the biggest opportunities for the growth of the social enterprise sector in 2021, but that sessions focused on social procurement generated some of the most interest. The messages were clear: facilitate more collaboration and engagement across countries and sectors globally, be bold in our advocacy around COVID-19 recovery and enhance our work to support social procurement.

In response, SEWF co-designed a programme with a dual focus: half of the sessions would explore policy levers and global developments as well as pillars of ecosystem building and recovery, and the other half were designed to explore issues related to social procurement policies and practice. Beyond dedicating half the programme to sessions focused on social procurement, SEWF knew there was a desire for

continued engagement around social procurement based on a sector consultation we carried out in December 2020. In effort to respond to the challenge of facilitating sector engagement across countries and cultural contexts by providing safe and collaborative spaces to learn from both policy success and failure, we used the Policy Forum to launch the <u>SEWF Social Procurement Community of Practice (COP)</u>. Dialogue at the Policy Forum and continued engagement with our social procurement intermediary partners shaped the ambition for the COP and the programme of activities that will be part of this initiative in 2021 and beyond.

SEWF has four main priorities as part of the COP:

- Grow membership within the online COP community;
- Enhance the breadth and depth of our public and private social procurement resources;
- 3. Continue to cultivate relationships among SEWF's extensive and expertise-rich social procurement network to advance the ongoing work of the world's leading social procurement intermediaries;

4. Launch a pilot verification process in regions where there are not established intermediaries to help facilitate verification and broker relationships.

Some of this work will be supported through SEWF's partners in World Economic Forum's COVID Response Alliance for Social Entrepreneurs. As a member of the Alliance, SEWF will be able to continue meeting the challenge to embrace and facilitate more collaboration while being bold in our advocacy efforts. Through the unprecedented collaboration across sectors that the Alliance inspires, we are boldly advocating to position social enterprise at the centre of new economic models and economic rebuilding programmes. We thank you for joining us on this journey.

Maeve Curtin, SEWF Strategic Policy Advisor

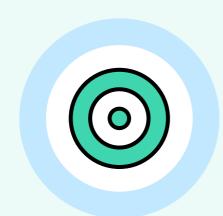
Gerry Higgins, SEWF Managing Director

2. Event Highlights



91% of participants thought they were exposed to policy

contexts different than their own



85% of participants had their expectations met or exceeded

by the event



79%
learned information they believe will help them improve or influence social enterprise policy



683
participants
registered



64
countries represented including speakers and participants



25
live sessions



15
sessions recorded for delayed viewing



47% of attendees new to SEWF events



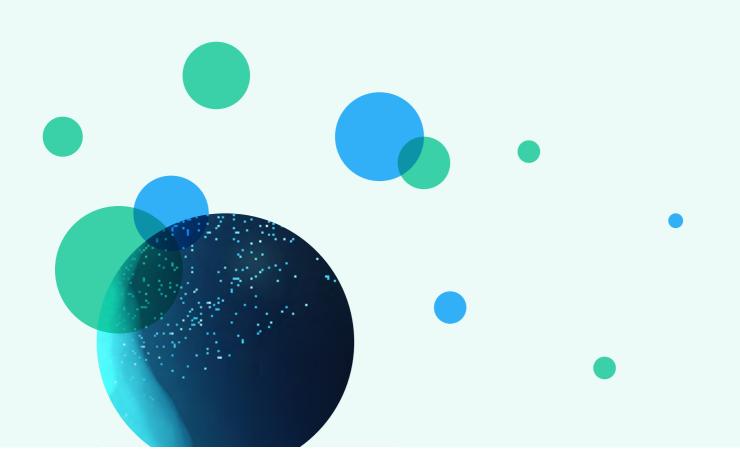
session recordings viewed ¹



speakers (from 16 countries)

3. Social enterprise policy landscape

SEWF works to grow the global social enterprise movement and our policy activities, specifically the Policy Forum, play a significant role in this growth. By bringing together policymakers, across all levels of government and from around the world, with global social enterprise leaders and with other key cross-sector collaborators, we foster conversations that catalyse policy change. We also learn from participants about current social enterprise policy challenges and opportunities so that we can better meet them together as a movement.



3.1 Opportunities

This year, the Policy Forum programme focused on positioning social enterprise as a tool and part of the solution to addressing some of the world's most pressing policy challenges. In this respect the Policy Forum, especially given this year's open invitation, was about both championing the potential of social enterprise to support our communities and help our planet regenerate, while also highlighting best practice in social enterprise policy and exposing learning opportunities.

Collaboration

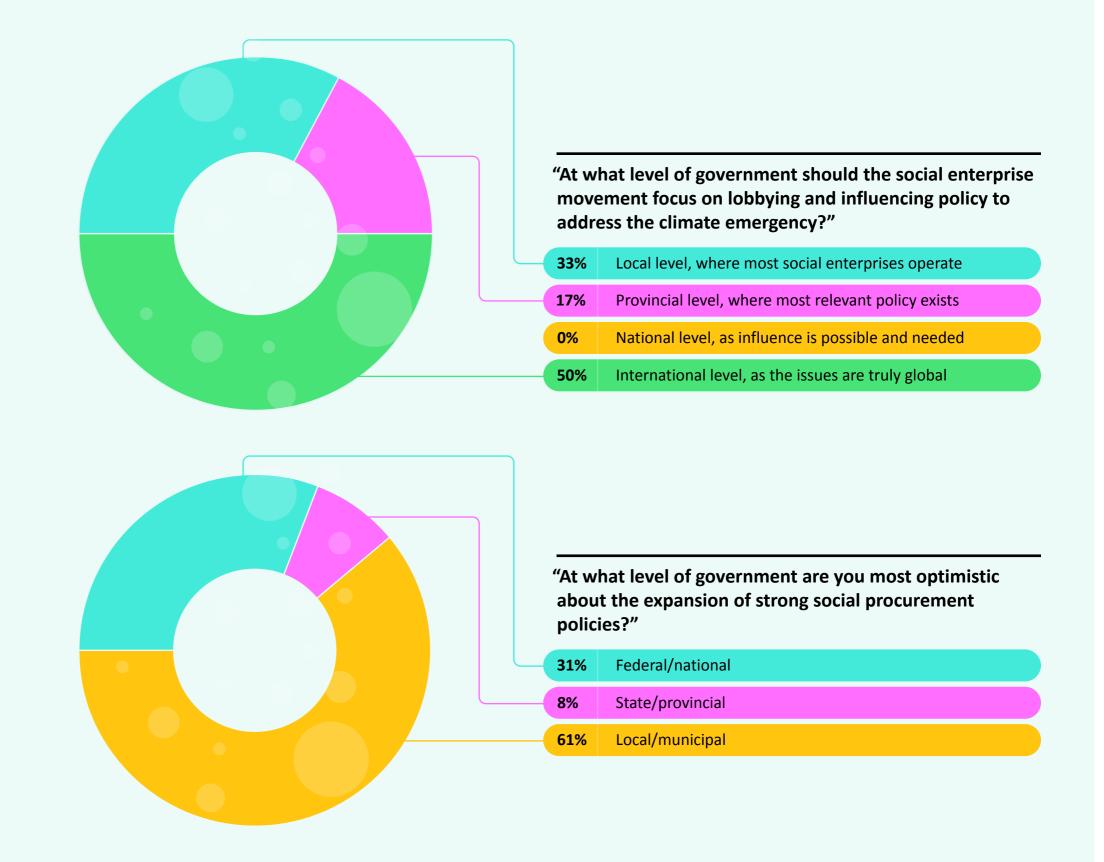
There is an immense amount of knowledge within the SEWF community that policymakers can harness to create value through policy and service co-design. It is essential that the SEWF community works to position its expertise and action at the centre of policy agendas because the social enterprise movement has the ability to be at the forefront of many key policy issues, such as climate change. However, the only way this can be achieved is through collaboration. This collaboration must be both across sectors and within the social enterprise sector: social enterprises have the opportunity to work together to share opportunities and resources that advance the social enterprise ecosystem globally. SEWF is committed to facilitating these connections.

Advocacy

COVID-19 has created significant challenges for the social enterprise sector, but it also presents our communities, governments, businesses and organisations across all sectors with the ability to re-envision what is possible so as to rebuild the world in a way that is fairer and sustainable.

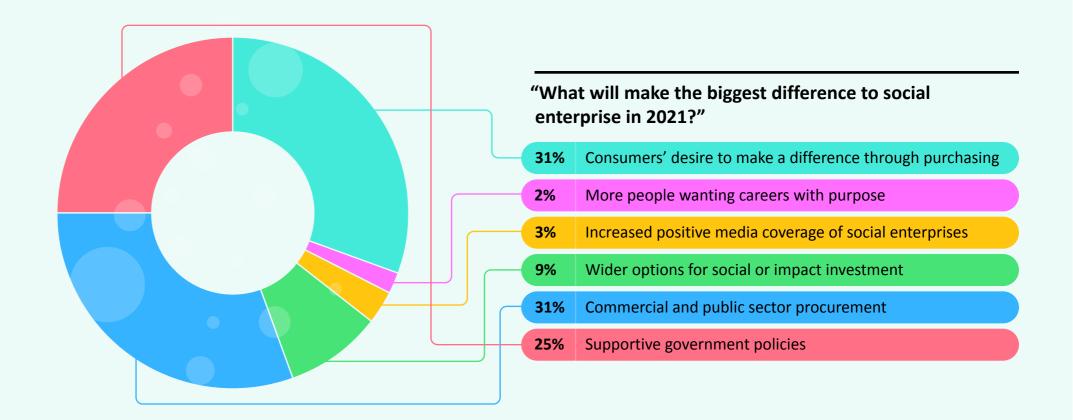
The social enterprise movement must continue to advocate for our role in that recovery and regeneration work. This advocacy should happen across all levels of government. For example, in the case of the climate crisis, **50**% of Policy Forum poll participants believed that the movement should focus our efforts most on lobbying and advocacy at the international level because of the global nature of the crisis. In contrast, when asked about their optimism for policy action around social procurement, participants believed that local/municipal social procurement policy was most likely to expand and strengthen.

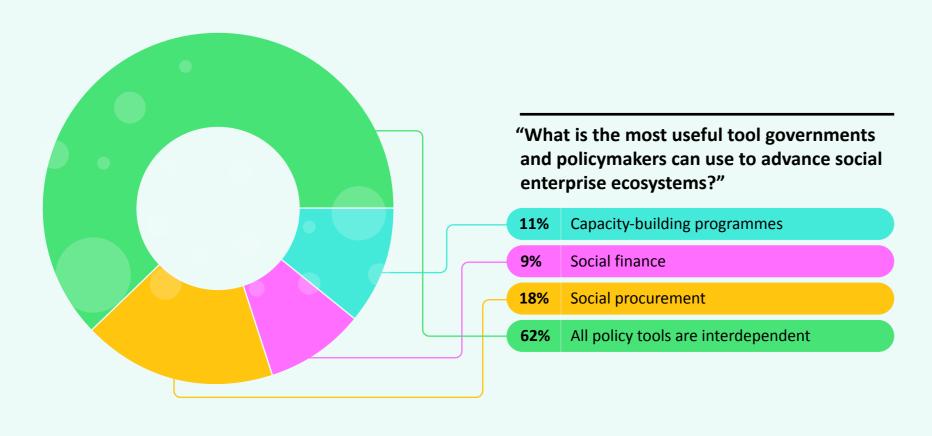
Action needs to be encouraged and facilitated at all levels of government; SEWF must concentrate our efforts to mobilise and advocate on behalf of the movement at different levels of government depending on the policy challenge or opportunity we are attempting to tackle.



Social procurement

At our SEWF Digital event (September 2020), we asked participants what they thought would make the biggest difference to social enterprise in 2021. The top three answers were: consumers' desire to make a difference through purchasing (27%), supportive government policies (26%) and commercial and public sector procurement (18%). We asked the same question this year and once again those answers made up the top 3, albeit 'commercial and public sector procurement' tied with 'consumers' desire to make a difference through purchasing' at 31% and 'supportive government policies' was the third most popular answer selected by 25% of poll participants.



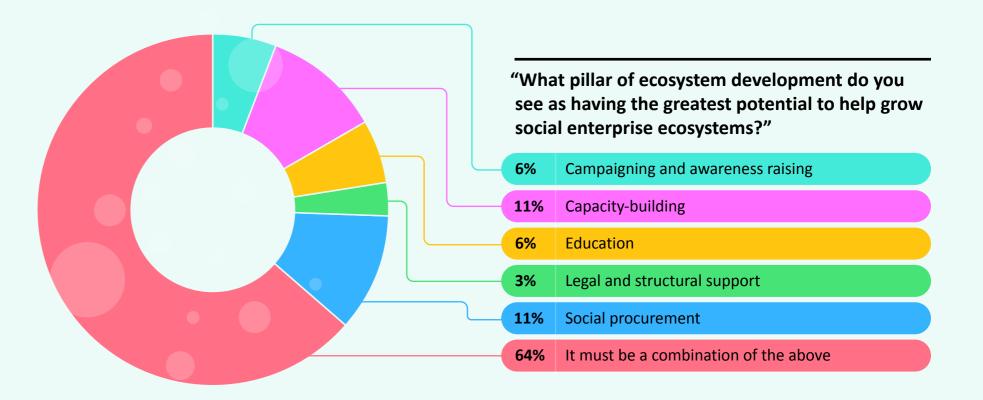


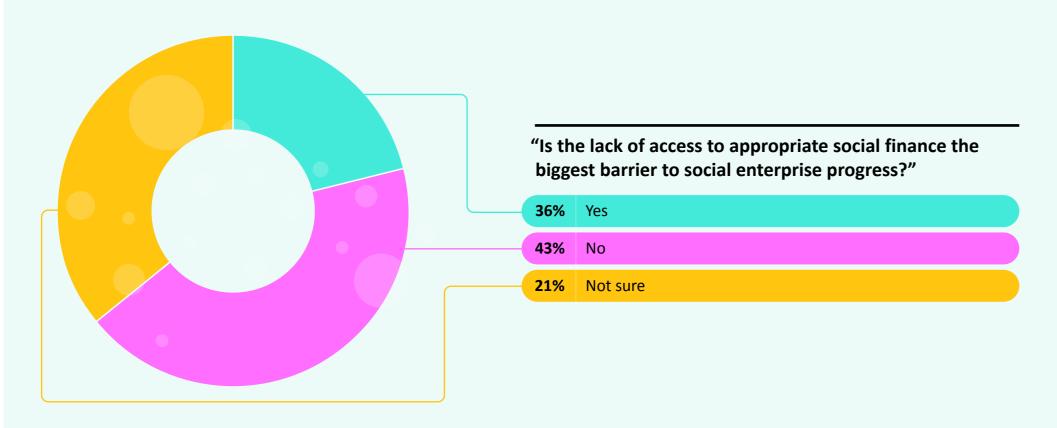
While a lot of the opportunity seems to be focused on B2B and B2C purchasing, SEWF recognises that ecosystem building requires a comprehensive approach that works to enhance all of these factors that can positively contribute to building the social enterprise movement. To have strong markets and policies for social procurement, there needs to be strong and supportive policy in other areas. When asked to identify the most useful tool governments and policymakers can use to advance social enterprise ecosystems, the majority of participants stated that they believed all policy tools are interdependent instead of selecting a particular one. This supports SEWF's experience of observing independent initiatives focused on social investment, social innovation, capacity-building, awareness raising or opening markets, being far less effective than social enterprise policies that integrate elements across all these themes since they are interdependent.

3.2 Challenges

Collective approaches

The interconnected nature of all the policy tools governments and policymakers have at their disposal to grow and strengthen the social enterprise sector requires a collective approach to policymaking. This approach can pose challenges to policymakers, especially those attempting to effect change incrementally. It is a challenge to combine initiatives on campaigning and awareness raising, capacity-building, education, legal and structural support and social procurement, but discussion and polls from the Policy Forum and SEWF's historic experience demonstrate how all these pillars are interconnected and interdependent.





When considering specific ecosystem pillars, questions about their principal importance are also polarising. When asked specifically about the lack of access to appropriate social finance in the 'Finance for social impact' panel and discussion, responses were mixed.

SEWF will continue to work with governments and sector leaders to advocate for locally responsive, comprehensive ecosystem development approaches to social enterprise policymaking. Local knowledge is key when developing social enterprise ecosystems and policies: international exemplars present learning opportunities, but not everything is scalable nor replicable. Nevertheless, a collective approach is one that has been successfully evidenced globally.

Social procurement

While advocating for collective ecosystem approaches, SEWF remains committed to bolstering our social procurement ecosystem work through our Community of Practice. The Community of Practice has four different priority areas, developed in part from things we learned at the Policy Forum and other information we have been hearing from policymakers and sector leaders for some time. These four focus areas are:

1.

Creating a collaborative virtual Social Procurement Community of Practice for networking and exchange;

Curating the leading global social procurement resource repository;

2.

Elevating the work of social enterprise intermediaries;

4.

Developing a pilot Social Enterprise Verification System.

By focusing on these priorities, we hope to address some of the existing challenges to advancing social procurement globally.



"What is the biggest challenge for advancing social procurement globally?"

21% Lack of implementation frameworks

29% Insufficient capacity on the supply side

Shortage of corporate and public sector purchasers

37% Confusion about social enterprise









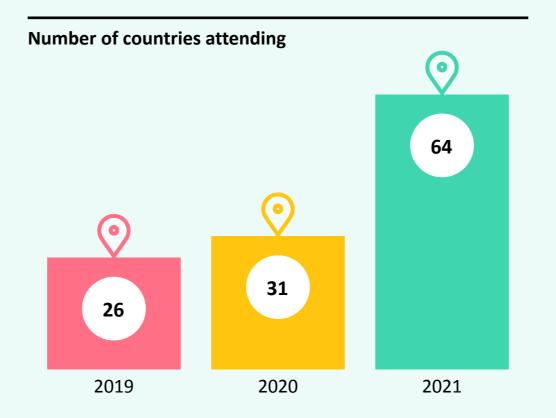
4. The event experience

As part of SEWF's new event model, the SEWF Policy Forum will now be held annually in April and will continue to be held virtually even when convening global gatherings in person becomes possible once again. This is part of our commitment to the environment and to the sector to democratise participation in the Policy Forum.

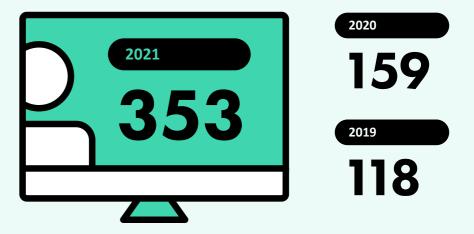
SEWF recognises that effective policy design and co-creation require the voices of many. We also want to ensure participation in the Policy Forum is not limited by time nor budgetary constraints for anyone who wishes to be part of these critical global policy discussions. The digital format facilitates wide engagement in co-creation and removes barriers to access for those who might not have the time and/or budget to participate otherwise.

4.1 Attendance

This was the second year the Policy Forum was held virtually and the first year it was open to anyone. Not only did we have the most people register, but we also had the most attending and from the greatest number of countries.



Number of participants ²







4.2 Experience

The Policy Forum's event design, and SEWF's 2021 strategy, build on what the team learned from hosting the Policy Forum and SEWF Digital in 2020 as well as our Community Consultation that followed both events. With the event being open to all for the first time, there were many different reasons individuals decided to attend this year's event. The majority expected to learn something new and 85% of participants had their expectations met or exceeded by the event, with 79% learning information they believe will help them improve or influence social enterprise policy.

"What was your main expectation for the SEWF Policy Forum?" 69% Learning 11% Connecting 20% Information Sharing

Event design

As with all SEWF events, the Policy Forum was co-designed with key stakeholders to ensure it responded to current sector needs and discussed key areas of interest. The SEWF 2021 Co-host Common Good Solutions and the Policy Forum Event Partners, Social Enterprise Council of Canada and Buy Social Canada, collaborated with the SEWF Team as active partners in decisions ranging from time zone and session length considerations to programme themes, determining the types of sessions (e.g. panels and discussions) and nominating speakers.

On 27 and 28 April, there were two two-hour blocks of sessions each day for a total of eight hours of live content. At least one block of sessions was accessible to individuals on every continent during their day. To shine a spotlight on Canada with our SEWF 2021 Co-host, times were picked to most closely align with their working day where possible while still including the global social enterprise community.







Live participation

52% of participants registered on Hopin 'participated live' during the sessions by logging into Hopin and joining at least part of one session across the two days. On average, those that participated joined for a block and a half of sessions: the average duration of participation was **3** hours and **15** minutes, and each block of sessions ran for two hours.

Accessibility

For participants who joined the virtual event live, French interpretation was provided for all **25** sessions. There were also three dual language sessions with speakers using both French and English with interpretation provided in either language. Closed captioning was also available for all sessions.

Session recordings

With each event, SEWF will continue to expand our <u>Video Library</u>, providing session recordings for participants to go back and watch after viewing live, or to catch-up on sessions they missed.

15 out of the total 25 Policy Forum sessions were recorded to provide a balance between bolstering the policy-related content in the SEWF Video Library and facilitating free discussion among participants in the live, virtual setting. Policy Forum recordings have been viewed 42⁴ different times following the event. The following videos have been the most popular:



- 1. Expanding and strengthening social procurement around the world.
- 2. How are public sector initiatives and strategies accelerating social procurement and creating social value?
- 3. Canadian social enterprise policy across four levels of government.

4.3 The programme

Each of the four Policy Forum blocks had a different theme, two of which related to social procurement and the other two which focused on social enterprise policy more broadly.

1.

Social enterprise addressing policy challenges

2.

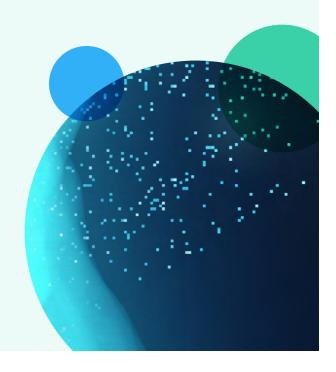
The emergence of social procurement policy and practice globally

3.

Social enterprise ecosystem building

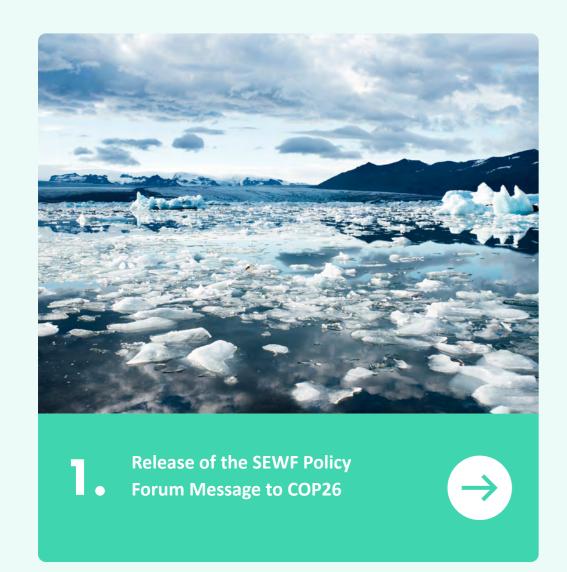
4.

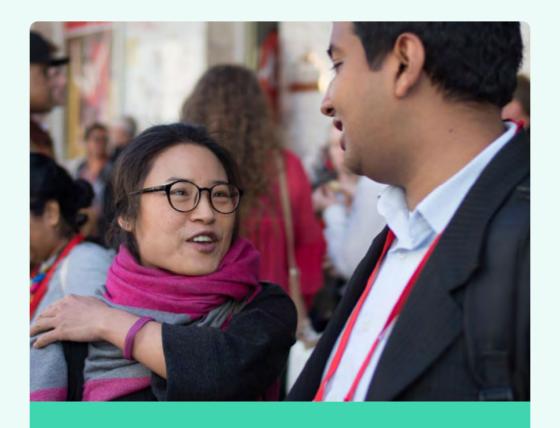
Policies and partnerships to accelerate social procurement



4.4 Key actions from the Policy Forum

Read more in our **<u>Day 1</u>** and **<u>Day 2</u>** wrap-up newsletters.





Launch of SEWF's online Social Procurement Community of Practice





Partnership with the World

Economic Forum COVID Alliance
for Social Entrepreneurs



Full list of programme sessions by block

BLOCK 1:

Panel: Canadian social enterprise policy across four levels of government

Panel: Finance for social impact

Panel: What's the SEWF Policy Forum message to COP26?

Discussion: Social enterprise policy across all levels of government

Discussion: Finance for social impact

Discussion: What's the SEWF Policy Forum message to COP26?

Discussion: Combatting racism and creating opportunities for inclusive economic development

Conclusion: Using social enterprise to tackle policy challenges

BLOCK 2:

Panel: Expanding and strengthening social procurement around the world

Panel: How are public sector initiatives and strategies accelerating social procurement and creating social value?

Discussion: How are public sector initiatives and strategies accelerating social procurement and creating social value?

Discussion: Getting social enterprises ready for procurement

Discussion: Social procurement in non-urban areas

Conclusion: Reflecting on social procurement policies around the world

BLOCK 3:

Panel: Exploring social enterprise ecosystems: A global overview

Panel: Engaging social enterprise in COVID-19 response and recovery networks

Discussion: Exploring social enterprise ecosystems

Discussion: Engaging social enterprise in COVID-19 response and recovery networks

Discussion: Internationalising the social and solidarity economy

Conclusion: Key policy lessons for building strong social enterprise ecosystems

BLOCK 4:

Panel: Scaling the social impact of commercial sector procurement

Panel: How do I know it's a social enterprise?

Discussion: How do I know it's a social enterprise?

Panel: Learning from early social procurement adopters

Conclusion: Policies and partnerships to facilitate social procurement

Speaker list

Kissy Agyeman-Togobo

Co-Founder & Managing Partner

Songhai Advisory

Ghana

Béatrice Alain

Executive Director

Chantier de l'économie sociale

Canada

Shabna Ali

Senior Social Planner

City of Vancouver

Canada

Subashini Balakrishnan

Head, Ecosystem Development

Singapore Centre for Social Enterprise, raiSE

Singapore

Samuel Barco

Senior Expert on Social Entrepreneurship Ecosystems

Diesis Network

Spain

Seán Barnes

Director of Social Procurement

Ākina

New Zealand

Thomas Benjoe

President/CEO

FHQ Developments

Canada

Lisa Boothby

Executive Director Market Development

Social Traders

Australia

Marta Bruschi

Senior Expert, Network and Community Engagement

Diesis Network

UK

Freddie Huppé Campbell

Global Hub Program Coordinator

Indigenous Clean Energy

Canada

Elizabeth Chick-Blount

Executive Director

Buy Social Canada

Canada

David Clements

Deputy Secretary, Employment and Inclusion Group

Department of Jobs, Precincts and Regions

Australia

Tim Coldwell

President

Chandos Construction

Canada

Maeve Curtin

Strategic Policy Advisor

Social Enterprise World Forum

Scotland

Andy Daly

Head of Corporate Partnerships

Social Enterprise UK

UK

Rebecca Dray

Executive Director

Buy Social USA

USA

Kristi Fairholm-Mader

Director, Innovation and Initiatives

Scale Collaborative

Canada

Chris Googoo

Executive Director

Ulnooweg

Canada

Janet Goulding

Associate Assistant Deputy Minister

Employment and Social Development Canada, Federal Government of Canada

Canada

Manie Grewal

Head of Policy

REDF

USA

Leah Hamilton

Buyer

City of Victoria

Canada

Gerry Higgins

Managing Director

SEWF

Scotland

Huda Jaffer

Director

SELCO Foundation

India

Arielle Johnson

Deputy Director Business Enterprise Program

State of Illinois Central Management Services

USA

Astrid Kaag

Senior Policy Advisor International Affairs Regional Government

Province of Noord-Brabant

Netherlands

Amanda Kiessel

Cocreator

Good Market

USA

Manoj Kumar

Founder

Social Alpha

India

Sarah Leeson-Klym

Regional Networks Director

Canadian Community Economic Development Network

Canada

David LePage

Managing Partner

Buy Social Canada

Canada

Elisabeth Lette

Director Procurement Policy and Reform

Department of Treasury and Finance

Australia

Jared Lewis

Social Justice Fellow

United States Congress

USA

David Lim

Assistant Manager

Malaysian Global Innovation & Creativity Centre (MaGIC)

Malaysia

Catriona Little

Head

Scottish Affairs for Canada

Scotland/Canada

Eric Lombardi

President

Buy Social USA

USA

Perla Macleod

Councillor

Municipality of Victoria County

Canada

Juan Manuel Martinez Louvier

Director General

Instituto Nacional de la Economía Social (INAES)

Mexico

Michelle Mascoll

Executive Director

Acquisitions Program, Public Services and Procurement Canada

Canada

Natalia El Menhall

Founding Partner and Senior Consultant

Beyond Group

Lebanon

Jo Mitchell

Scottish Procurement

Scottish Government

Scotland

Daniel Nowack

Managing Director

Yunus Social Business (YSB)

Germany

Andrew O'Brien

Director of External Affairs

Social Enterprise UK

UK

Ellen Oetelmans

Program Manager

Amsterdam Impact

Netherlands

Stefan Panhuijsen

Director

Social Enterprise NL

Netherlands

Marie-Eve Proulx

Minister for Regional Economic Development

Ministry of Economy and Innovation

Canada

Molefe Itumeleng Pule

Chief Director

Department of Trade, Industry and Competition

South Africa

Anne Purcell

Director Capability

Ākina Foundation

New Zealand

Erinch Sahan

Chief Executive

World Fair Trade Organization

Netherlands

Paula Santarén

Senior Consultant, International Social Economy

ACCIÓ, Catalonia Trade & Investment, Government of Catalonia

Spain

Rashvin Pal Singh

Group CE

Biji-biji Initiative / Me.reka

Malaysia

David Upton

CEO

Common Good Solutions

Canada

Martin Van Den Borre

Expert in the SILK project

DIESIS

Canada

Alexandra van der Ploeg

Head of Corporate Social Responsibility

SAP SE

Germany

Charlie Wigglesworth

Deputy CEO

Social Enterprise UK

UK

Tori Williamson

Director of Education and Communications

Buy Social Canada

Canada

Suzanne Wisse-Huiskes

CEO

EN the European Social Enterprise Network

Netherlands

Paula Woodman

Global Head of Social Enterprise

British Council

UK

Stephen Young

Global Lead Procurement with Purpose

SAP

USA

5. From the participant perspective

5.1 Feedback and quotes

"...with this format, our environmental impact of doing this session becomes much lower. So, while we do miss seeing each other in person I'm incredibly grateful for the work that the team has put into making this such an inclusive session".

Amanda Kiessel, Good Market Global and SEWF Board Member

'SEWF policy hereafter should give more importance for combating social exclusion rather than poverty because almost all socially excluded people are poor but all poor are not socially excluded. Only then, we can achieve an egalitarian society.'

Participant, India

'I have connected with external [organisations] beyond Europe and seen how for example in Asia they are tackling different issues and challenges. I liked the Public procurement block a lot as it helped me to understand where different European countries are on this topic and what the challenges [are in] including social enterprises in public procurement.'

Participant, Belgium

'I really like the Hopin platform, the structure of the sessions (plenary / breakout), and the balanced exposure to Canadian and international speakers.'

Participant, Canada

I learned about 'concepts of developing frameworks for recognition of social enterprise and enabling them to operate within the wider economy.'

Participant, Northern Ireland

'I learned various methods and programmes for social and economic development...and I finally learned that Economic empowerment [can be] a solution to racial discrimination and social exclusion.

Participant, India

'We have a meeting with the Canadian Federal Government as a direct follow up' from the Policy Forum discussions.

Participant, Canada

'We are launching research into economic systems that favor inclusion and social enterprise will be a focal point, referencing some of the countries/ organizations from SEWF.'

Participant, Canada

'In balancing the global speakers and topics with various time differences and languages, SEWF PF team has done an amazing job in organising, facilitating and most important of all, connecting; and I'm glad to know the end of the sub-forum is not the end of connection and exchange, it's continued with the newly curated platform; super super kudos to all of you!'

Participant, Malaysia

'I was a little disappointed that there wasn't more discussion about social/green washing, as that is the number one threat today for Social Enterprise. Seemed more of an afterthought.'

Participant, Canada

'I learned about 'the role of certification, and the need to simplify while keeping it effective'.

Participant, South Africa

'It's invaluable to be able to be able to watch recorded sessions and then 'we can review the video even once, so that we can fully understand everything.'

Participant, The Philippines

'There is still much more to be done to create an enabling environment for social enterprise internationally and further effort is particularly needed to engage policy makers in developing countries.'

Participant, Ethiopia

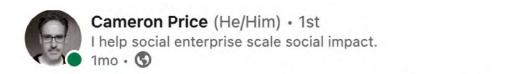
"We can play an incredible role in demonstrating not just to the social enterprise sector but to policymakers as well, what an incredibly untapped market and potential there is in creating this B2B market place between private sector and the social enterprise sector. And through that, you can unlock a significant amount of money and investment for social impact that is much higher than any corporate social responsibility investment could play."

Alexandra van der Ploeg, SAP

My SEWF Policy Forum action is 'joining and engaging with the [Social Procurement] Community of Practice'.

Participant, Canada

5.2 Social media engagement



The surge of effort across social enterprise networks globally towards the intimidating task of engaging social enterprise in COVID-19 response and recovery networks is impressive. I have a new appreciation of the complexity of this work and progress being make from the panel with Charlie Wigglesworth, Alexandra van der Ploeg, Carolien de Bruin and Suzanne Wisse - Huiskes at the Social Enterprise World Forum.

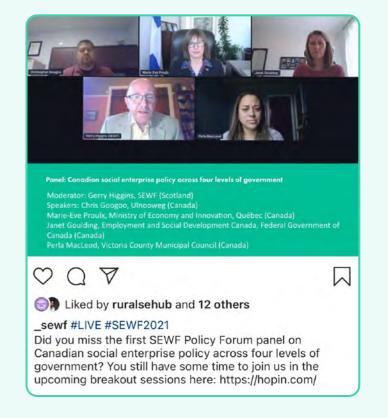
#SEWF2021 #socialenterprise













Thank you for joining us for the SEWF Policy Forum 2021!

SEWF would like to extend specific thanks to:

- All 57 speakers who shared their time and expertise with us;
- SEWF 2021 Co-host <u>Common Good Solutions</u> and the Policy Forum Event Partners, <u>Buy Social Canada</u> and <u>Social Enterprise Council of Canada</u>, for helping us to shine a spotlight on Canada through their vision and involvement in programme co-design;
- Global Partner, SAP, for their continued support and involvement in the programme;
- The SEWF Board of Directors for their leadership and support of the event.

Join us again

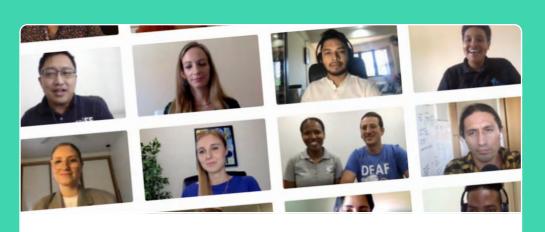
94% of Policy Forum participants said that they plan to attend future SEWF events in 2021.

Here's the event calendar for 2021:

- Youth Forum, 27 September
- **SEWF 2021**, 28-29 September
- Rural Forum, 27-28 October
- Academic Forum, 16-17 November

Finally...

We look forward to continuing the conversation and learning with you and from you throughout the year. As a reminder, all events are virtual and will be held on Hopin. **Learn more** about our events and **book your place today!**



Re-watch all 15 recorded Policy Forum sessions in the SEWF Video Library.

