

Harnessing the Power of Business to Change Lives

SocialFirms UK

Social Firms Europe
CEFEC



2010
European Year
for Combating
Poverty and
Social Exclusion

1st – 2nd July 2010 Fitzwilliam College, Cambridge

supported by:

The Social Investment Business
INVESTING FOR GOOD, TRANSFORMING LIVES



CabinetOffice
Office of the **Third Sector**



Ministry of JUSTICE
National Offender Management Service



Social Enterprise East of England

Triodos Bank

SocialFirms Wales

Social Firms Scotland



Background and event objectives

This conference is about working together; using the power of business and enterprise to change lives. Over the last few years the Social Firm and social enterprise sectors have been growing both in size and relevance to today's society. Now is the time to embark upon partnerships that will help realise our ambitions for people who are furthest from the labour market and for the businesses in which they work. Our external-facing conference will have both a UK and a European dimension. Join us to celebrate and debate the power and potential of business to create jobs for those people who are amongst the most disadvantaged in our society. **Harnessing the power of business to change lives sounds great. Together we can do it – be there.**

This conference is relevant for social enterprises, for people working in the Social Firm sector (or interested in partnering with or starting a Social Firm) and also for service providers - people and organisations that seek to make a difference to those furthest away from the labour market.

2010 is the European Year for Combating Poverty and Social Exclusion and our conference is one of the events being supported. We have set up a bursary scheme so that people from across the UK and Europe, whose own lives have been affected by poverty and social exclusion, can participate and share their stories about overcoming these barriers. These experiences will add a real impetus and a new dimension to discussions about how business can, and should, be used to change peoples' lives.

The conference content and the networking will help you develop your own partnerships. You will go away from this conference with new ideas for the new approaches that can be made. The networking experience of our annual residential conference is second to none, so to get the best from the event we recommend coming for the whole time. Ensuite accommodation is of good quality and is onsite.





Conference Programme

Thursday 1st July

From 11.30am	Arrival and registration
12.15pm	Social Firms UK AGM (all Full Members please attend; Associate Members and non-members welcome)
12.45pm	Lunch
1.30pm	Welcome address from Conference Chair Saeeda Ahmed, Trescom
1.40pm	Opening address Jean Lambert, MEP (invited)
1.50pm	Harnessing the Power Sally Reynolds, CEO, Social Firms UK & Secretary General, Social Firms Europe CE FEC
2.05pm	How Business can Change Lives Peter Speckhahn-Hass of di.hako-group A second Social Firm (TBC) Sue Peters, The Social Investment Business
2.35pm	Questions
2.45pm	Brief presentations by the short-listed European Social Firm of the Year Award candidates
3.15pm	Coffee and exhibition
4pm – 5.30pm	Workshops & Seminar (please indicate your first and second choices when booking online)
Workshop 1	Introduction to Social Enterprise and Social Firms
Relevance:	Pan-Europe
Level:	Basic
Description:	A useful starting point for anyone who's not really sure what this is all about! From the very basics, delegates will have the opportunity to discuss and question the social enterprise model, its terminology, characteristics and traits. Workshop delegates will also look at how and where Social Firms 'sit' within the social enterprise sector and the role they play in the job creation agenda for people otherwise excluded from the labour market.
Chair:	Simon Hebditch
Facilitators:	Kathy Baker (Social Firms UK), Sue Peters (The Social Investment Business)



Conference Programme

Thursday 1st July

Workshop 2

Relevance:

Level:

Description:

Making the most of sales & marketing opportunities

Pan-Europe

Intermediate and delegates need to be trading with products and/or services

In this workshop delegates will be given the chance to explore the many opportunities to increase sales and improve marketing in your domestic markets; free business listings, local initiatives, resellers, social enterprise directory, strategic partnerships, SETAS, eBay, social media platforms, media relationships, PR, innovative press releases - the list goes on. This workshop will examine established and emerging routes to market and discuss how to concentrate your efforts into the most efficient sales and marketing channels.

Chair:

Dan Lehner (UnLtd World)

Facilitator:

Sara McGinley (Social Firms UK), Anton Senner (BAG Integrationsfirmen e.V., invited)

Workshop 3

Relevance:

Level:

Description:

Breaking the cycle – achieving large scale job creation for ex-offenders

Pan-Europe

Basic

The Ministry of Justice in the UK is increasingly recognising the importance of engaging with social enterprise as a means of reducing the risk of re-offending. The need for such engagement is one that is also recognised across Europe. This workshop will explore ideas, with input from some existing initiatives including Social Firms, on how significant numbers of jobs might be created for ex-offenders and help reduce the risk of re-offending.

Chair:

Sharmila Kar (Nacro)

Facilitator:

Dave Tomalin (Lippy People), San Leonard (Social Firms Wales)

Workshop 4

Relevance:

Level:

Description:

Financing the start up and growth of your Social Firm or social enterprise business

UK

Intermediate

Whether you need to get start-up funding in place, finance to grow your enterprise or cover a cashflow shortfall, every stage of business (including social enterprise) has different needs when it comes to finance. Social enterprises rely on trading to survive, yet do not seem to access the types of financial support available to mainstream businesses. What are the different stages and different needs and what is the situation regarding demand and supply across the UK when it comes to financing social enterprise?

Chair:

Nigel Cudlipp (Social Firms UK)

Facilitator:

The Social Investment Business (TBC), Brian Whittaker (LankellyChase Foundation), Tracy Axten (Triodos), Nigel Kershaw (Big Issue Invest)



Conference Programme

Thursday 1st July

Workshop 5

Relevance:

Level:

Description:

Secrets to success in the catering industry – Mosaik Services and Catering2Order

Pan-Europe

All

Mosaik Services, a Social Firm in Berlin, has been very successful in developing restaurants that have created employment for people with mental health support needs; Catering2Order employ people with visual impairments and provides external catering services to businesses in and around London. Two very different types of business but both in the same industry sector – lessons and tips for success will be shared with delegates regarding the true challenges and opportunities that face each Social Firm.

Chair:

Mark Powell (Broomby CIC)

Facilitator:

Frank Jeromin (Mosaik Services), John Charles (Catering2Order)

Workshop 6

Description:

Chair:

Overcoming poverty and social exclusion through Social Firms – sharing personal stories and experiences from around Europe

BURSARY PLACE HOLDERS ONLY

Alex Cosgrove, GROW

SEMINAR (Main Hall)

Facilitator:

De-institutionalisation of mental health services around Europe - where is the best practice?

Bob Grove (Sainsbury Centre for Mental Health) and Bernard Jacob (AIGS)

Christiane Haerlin (BAG Integrationsfirmen e.V.)

5.30pm

Break

Evening Programme (you need to book your place online if you wish to attend)

6.30pm

Drinks reception

7.30pm

Conference Dinner

European Social Firm of the Year Award prize giving ceremony

11.30pm

Close



Conference Programme

Friday 2nd July

8am – 9am

Breakfast for residential delegates, Fitzwilliam Restaurant

8.45am

Arrival and registration of day delegates

9.30am

Welcome from the Chair

Michele Rigby, Social Enterprise East of England (SEEE)

9.35am

New approaches to sustained sector growth:

- **International social franchising of a Social Firm**
(Gerry Higgins, CEiS)
- **Using social enterprise to modernise Remploy factories**
(Jo Munns, Remploy)
- **How the previous state-run sheltered workshops in Serbia are becoming Social Firms**
(Gerold Schwarz)
- **Buying a business to convert into a Social Firm**
(Karen Anderson, Social Firms Scotland)
- **When a 'parent' organisation commits to Social Firm development**
(Sue Livett, The Aldingbourne Trust, invited)

10.45am

Questions

11am

Break

11.30am

Trends and developing meaningful Corporate Social Responsibility; companies can get more engaged in the growth and development of the Social Firm sector

A facilitated panel comprising individuals from the corporate sector (participants to be confirmed) and audience discussion

12.15pm

Challenges and opportunities for Small and Medium sized Enterprises (SMEs) and social enterprises pulling out of economic recession

Scene setting – Rod Schwartz, ClearlySo

Followed by facilitated panel debate with participants including

Peter Holbrook (Chief Executive, Social Enterprise Coalition), Jim Blakemore (Bikeworks CIC) and others TBC

1pm

Lunch

2pm

Tendering and procurement – the ins and outs

Ian Charlesworth, The Social Investment Business



Conference Programme

Friday 2nd July

2.35pm

Workshops (please indicate your first and second choices when booking online)

Workshop A

Relevance:

Level:

Description:

Chair:

Facilitators:

Tendering and procurement – sharing experiences across Europe

Pan-Europe

Intermediate/practitioner

There is considerable discussion about the processes of tendering and procurement for social enterprise generally, both in the UK and abroad. For example, how difficult, expensive and resource intensive it can be and how much more could be made of social clauses within the process.

Pauline Graham (Social Firms Scotland)

Ian Charlesworth (The Social Investment Business), Sarah Crawley (i-SE)

Workshop B

Relevance:

Level:

Description:

Chair:

Facilitators:

SROI and social accounting: measuring social and economic return

Pan-Europe

Intermediate - Advanced

The results of Social Return on Investment (SROI) and social accounting carried out to date on the Social Firm model have been very impressive and the approach has the potential to be quite powerful, but what is it all about? How can a Social Firm or social enterprise even start to consider measuring and monitoring its impact when it's already dealing with scarce resources and stretched capacity? This session will outline some of the basics behind Social Return on Investment and social accounting with a view to making the methodology more accessible for those who are keen to explore it further.

Di Cunliffe (Social Firms UK)

Sheila Durie (Haldane Associates), Sue Livett (The Aldingbourne Trust, invited)

Workshop C

Relevance:

Level:

Description:

Chair:

Facilitators:

Information Technology as a sector for job creation

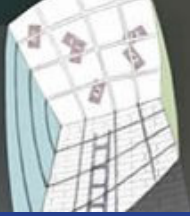
Pan-Europe

All

One of the most challenging stages of developing a Social Firm or social enterprise is deciding which business/industry sector to go into based on where the market opportunities are. The information technology sector has a relatively low profile within the range of Social Firms across Europe. However, where individuals with this IT expertise have set up ventures there is a relatively high return in terms of job creation prospects within the business. This workshop will hear from two Social Firms working in the sector and explore the reasons why there are so few Social Firm businesses in IT and where the future opportunities lie.

Anton Senner (BAG Integrationsfirmen e.V.)

David Barker (Whitebox Digital), Gerry Higgins (CEiS representing Specialisterne)



Conference Programme

Friday 2nd July

Workshop D

Relevance:

Level:

Description:

Using research to inform future growth

Pan-Europe

Intermediate - Advanced

Although the Social Firm sector is relatively young, lessons learnt from the growth of the sector to date can and should be used to inform how the sector could grow in the future. As the interest in social enterprise has increased across Europe, so the role of Social Firms in job creation has become more distinct and recognisable, but what do we actually know about Social Firms across Europe? This session will briefly outline some of the existing research that is known and discuss in more depth the type of research now needed to take Social Firms forward. What do Social Firms need? Information to support the practical growth of the businesses; assistance with political lobbying or perhaps the awareness raising work that is essential to create the right climate and support for Social Firms.

Chair:

Kathy Baker (Social Firms UK)

Facilitators:

Geof Cox (Geof Cox Associates), Christiane Haerlin (BAG Integrationsfirmen e.V.), Nathan Burgess (Centre for Knowledge Transfer)

Workshop E

Relevance:

Level:

Description:

Working out your Corporate Social Responsibility (CSR) pitch

Pan-Europe

Intermediate and need to have identified their own USPs (unique selling points)

Most major corporate companies are committed to promoting non-economic social values and are using increasingly creative methods of channelling these efforts. As Social Firms and social enterprises work to a triple bottom line there are, on the face of it, many ways that they can help deliver on CSR. Opportunities can be identified through a greater understanding of a company's objectives and how they are realised.

Chair:

Sara McGinley (Social Firms UK)

Facilitators:

Nicky Major (Ernst & Young) and others TBC

Workshop F

Relevance:

Level:

Description:

Getting the right non-executive Directors, with the right skills, onto your management board

UK

All

A Social Firm or social enterprise requires directors who have the appropriate skills to oversee and guide the business, through good times and more challenging ones as we've encountered recently. Yet this seems to be an area where Social Firms and social enterprises often struggle. The consequences of having a weak board can be disastrous for the business so poor governance needs to be addressed. This workshop will explore some of the most common issues that arise and what practitioners can do to strengthen their boards' practice.

Chair:

Ian Joseph (Trustees Unlimited)

Facilitators:

Marcus Pheasant (Furniture Link Bedford, invited), Nigel Cudlipp (Social Firms UK)
Jeff Sutherland-Kay (non-exec Director, Furniture Link Bedford, invited)

SEMINAR

Comparing different European country support interventions into Social Firms

Panel discussion with representatives from Finland, Germany, Italy, UK, Greece and Austria.

4pm

Conference close and departure OR stay an extra night and join the Social Firms Europe delegates for a celebration BBQ in the onsite marquee and leave on Saturday morning (an extra night's accommodation costs £65 + VAT and the BBQ costs £25 + VAT – both book-able online)



Delegate Rates

(2010 membership payments need to have been made before qualifying for the Social Firms UK membership rate)

	Early booking rate (for places booked before 30 th April)	Rate for places booked after 1 st May	What is included in this price
For Social Firms UK Members			
Residential 1st – 2nd July	£270 + VAT	£320 + VAT	Ensuite Bed & Breakfast accommodation for night of 1 st July Lunches on 1 st and 2 nd July Conference dinner including wine on 1 st July Full conference participation
Day delegate (1 day)	£100 + VAT	£150 + VAT	Lunch on the day that is being attended Conference dinner including wine on the 1 st July if that is the day being attended Full conference participation on the day that is being attended
Day delegate (2 days)	£200 + VAT	£250 + VAT	Lunches on 1 st and 2 nd July Conference dinner including wine on 1 st July Full conference participation
For non-members			
Residential 1st – 2nd July	£300 + VAT	£350 + VAT	Ensuite Bed & Breakfast accommodation for night of 1 st July Lunches on 1 st and 2 nd July Conference dinner including wine on 1 st July Full conference participation
Day delegate (1 day)	£130 + VAT	£180 + VAT	Lunch on the day that is being attended Conference dinner including wine on the 1 st July if that is the day being attended Full conference participation on the day that is being attended
Day delegate (2 days)	£230 + VAT	£280 + VAT	Lunches on 1 st July and 2 nd July Conference dinner including wine on 1 st July Full conference participation

For more information and to book your place:

Go to www.socialfirmsuk.co.uk where you will find more information and follow the link to register your place online.

For any queries regarding your conference booking, please contact:

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