



CENTRE FOR SOCIAL ENTREPRENEURSHIP - FACULTY OF MANAGEMENT  
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## **THE SOCIAL ENTERPRISE WORLD FORUM 2011**

### **1. Introduction: The Centre for Social Entrepreneurship**

While the Social Enterprise World Forum is widely supported by all disciplines at the University of Johannesburg, the Centre for Social Entrepreneurship (CSE) - created within the Faculty of Management and approved by the Senate of the University of Johannesburg (UJ) in the latter part of 2009 – takes the overall responsibility for the coordination of this event.

The CSE is positioning itself as a centre for promoting social entrepreneurship and the social economy in South Africa and on the African continent and secured the Social Enterprise World Forum international conference scheduled for 5-7 April 2011 (with pre- and post-conference study tours) as the most important economic event on the African calendar.

During the short period of its existence, the CSE was commissioned by the ILO to do the first meaningful research on an enabling environment for social enterprise development in South Africa; secured the Social Enterprise World Forum 2011; and engaged in extensive networking with the social enterprise movement worldwide. For more information about the objectives of the CSE refer to the attached Annexure A.

### **2. What is the Social Enterprise World Forum (SEWF)**

The Social Enterprise World Forum emerged from national social enterprise support agencies in the UK seeking a means to collaborate to advance social enterprise development throughout the world. After consultation with a range of partners, CEiS was encouraged and supported to organise the inaugural SEWF in Edinburgh, Scotland from September 2 to 5, 2008. The event was delivered in partnership with the Scottish Government, the Social Enterprise Alliance (USA), Highlands and Islands Enterprise, Social Ventures Australia, Scottish Enterprise, the Social Enterprise Coalition, Office of the Third Sector (UK), Enterprising Non-Profits (Canada), the Department for International Development, Social Investment Scotland and a range of international and local partners, sponsors and supporters.

The Forum was the first international gathering of practitioners and support agencies dealing exclusively with social enterprise and brought together social enterprise leaders and champions from all continents to collaborate, share best practice and plan future developments. This collaboration raised awareness of social enterprise as an expanding global mechanism for social change and explored the merit of ongoing collaboration for key stakeholders.

### **2.1 What were the outcomes of the first SEWF?**

The outcomes of the inaugural Social Enterprise World Forum are:

- Increased collaboration between leading agencies promoting and supporting social enterprise throughout the world.
- The establishment of an annual **Social Enterprise World Forum** to be held in Australia in 2009, in the USA in 2010 and in **Africa in 2011**. [Subsequently Dr S Steinman was elected as the International Consortium Member for Africa and the University of Johannesburg as the host for the 2011 event for Africa].
- Enhanced delegate knowledge and increased social impact, through networking and collaboration with practitioners and agencies from around the world.
- Heightened awareness of the potential of social enterprise to build sustainable communities in urban and rural settings.
- An increased understanding of where the market opportunities for social enterprise lie in the medium to long term.
- Participants acquiring transferable strategies, systems and models with a view to directly influencing social enterprise development on a global basis.

This event takes place on different continents each year (Scotland 2008, Australia 2009, USA 2010 and 2011 is Africa's turn). Apart from working tirelessly to have the concept of social enterprises well established by then or using it as a platform to launch the concept in Africa, this event will mean a lot to the social enterprise sector of Africa and South Africa in particular and create an opportunity to showcase the innovation and entrepreneurship to promote social change on our continent.

### **2.2 Africa's time has come - 2011**

The SEWF conference theme for the 2011 is "Social enterprise as a catalyst for sustainable development". South Africa, and in particular the University of Johannesburg is well-positioned to host an unforgettable event for the continent and the world. It is of utmost importance to promote social enterprise on the African continent within the global context.

### **2.3 The importance of the event for Africa**

The Social Enterprise World Forum 2011 will take place from 5-7 April 2011 at the University of Johannesburg and is expected to draw approximately 800+ participants from all over the world. The goal is to get 25% of delegates from African countries other than South Africa and 15% from other continents, while aiming for a 60% South African presence. It is very important for our social enterprises to be exposed to international influences and that the changing social sector is embraced as an economic imperative. This conference will introduce a new economic agenda for the social sector.

With the help of sponsors dedicated to sustainable development, the organisers hope to draw high quality speakers and still keep delegate fees reasonable and affordable. It is essential for the University of Johannesburg to select strategic partners who have a key role in positioning and supporting social enterprise in South Africa, Africa and worldwide. The International Labour Organisation (ILO) is already a partner for this event and views social enterprise development as extremely important in Southern Africa. The ILO is engaged in a number of initiatives to promote social enterprise development in the region.

The University of Johannesburg procured the event for Africa and provides the venue for the conference. This is currently the largest sponsorship, apart from providing venture capital to set the operation in motion.

### **3. Programme**

The programme will endeavour to draw the world's finest leaders in social entrepreneurship and social enterprise development. Knowledge experts will lead discussions and workshops on a variety of issues relating to social enterprises, such as:

- All about social business
- Measurement: Social Impact Assessment, monitoring and evaluation
- Governance issues
- Fundraising and CSI
- Streams of income for social enterprise
- Microfinance
- Access to finance
- Access to markets
- Procurement and policies
- What is social enterprise – what it does
- Study tours of best practices
- Focus on Africa and sustainable development
- Social enterprise and the bottom of the pyramid
- Incubator, virtual hub and Business Development Services
- Scaling up, replication and social franchise

### **4. Exhibitions**

An exhibition show-casing social enterprises, projects, venture capital and best practices in CSI will form an important part of the conference and provide an opportunity for marketing.

### **5. World Cafe**

Social enterprises will have an opportunity to engage in “guerrilla marketing” for 20 minutes during lunch time at the conference – a special area known as “World Cafe” will be made available.

### **6. Africa Day**

Africa Day (7 April) will focus on the most pressing issues facing the African continent and build capacity for greater coherence and exchange of knowledge among the African delegates while focussing on social enterprises addressing issues such as poverty, health, education and HIV/Aids – high on the agenda of African social enterprises.

### **7. Recognition of partners/sponsors**

The University of Johannesburg will recognise ask sponsors/partners.

### **Information:**

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## **THE CENTRE FOR SOCIAL ENTREPRENEURSHIP (CSE)**

### **1.1 CSESE STRATEGIC INTENT**

The CSESE's strategic intent is to

- 1.1.1 be an internationally recognized centre of excellence in researching, educating, finding, supporting and developing social entrepreneurial projects within the social economy and promote scholarship in the emerging field of inquiry.
- 1.1.2 deliver outcomes that forms part of an increase in social entrepreneurial innovations and social enterprises aimed at the attainment of the Millennium Goals and the eradication of poverty and social challenges facing our young democracy and the continent.

### **1.2 CSESE STRATEGIC OBJECTIVES**

The CSESE's strategic objectives is to

- 1.2.1 be a centre of excellence in research and education in social entrepreneurship and the the social economy.
- 1.2.2 develop and implement strategies and programmes, blurring the boundaries between business, government and non-profit, adopting and adapting the tools and knowledge from all sectors and disciplines to improve performance, develop new approaches and attract more resources to the social economy.
- 1.2.3 through training and education provide social entrepreneurs/enterprises with access to the resources necessary to maximise, sustain and scale social impact.
- 1.2.4 promote social entrepreneurship and social enterprise development by holding colloquiums, seminars, workshops and symposia.
- 1.2.5 network with universities and similar institutes or centres globally, enter into joint ventures with such institutions and to source best practices in social entrepreneurship and social enterprises that could be introduced or replicated in the relevant environments or to similar challenges.