

Developing a Better Policy Context for Social Enterprises in Asia and Europe
15-16 July 2013 | Berlin, Germany

PROGRAMME

Introduction

Social Enterprise is emerging as a global movement. The growth of social enterprise in extremely different contexts and markets across the globe is testament to a shared vision around the potential of social enterprises to solve some of the most pressing social problems we face today. Given the diversity of approaches and country contexts, there is huge value to be gained from establishing platforms for sharing and learning.

The role of public policy in this space is increasingly being recognised as a contributor to the continued growth of the sector. Engaging at the 'policy level' offers the potential to unleash greater resources to embed the role of social enterprise as a viable way to deliver products and services to communities across the globe.

Developing a Better Policy Context for Social Entrepreneurs in Asia and Europe brings together leading policymakers from across Asia and Europe to share approaches in markets across the two regions ensuring that learning is shared and replicated across the two regions.

The aim of the policy dialogue is to have a practical and open discussion about the role that government can play in supporting the development of the Social Enterprise sector. We aim for each session to draw out a series of recommendations to governments in Asia and Europe outlining how they can better support Social Enterprises in their respective contexts. We also aim to identify areas where engagement across borders can help to drive the global policy agenda forward and how further inter-regional collaboration can continue to support this process.

Day 1 (Monday, 15 July 2013)
Social Enterprise Site Visits and Public Event

- 1500 Meet in Hotel Indigo Restaurant
Welcome: John Whitehead (British Council) and Karsten Warnecke (ASEF)
- 1515 Introductions: Tristan Ace (British Council) and Sumiko Hatakeyama (ASEF)
- 1530 Bus to Social Impact Lab (Erkelenzdamm 59-61, 10999 Berlin)
- 1600 Introduction to Social Impact Lab (<http://socialimpactlab.eu/lab>) by Benat Egana and Maria Gross
- Presentations of Social Entreprises:
- Ruby Cup (<http://www.ruby-cup.com/de>) with Founder Maxie Matthiessen
 - Fairnopoly (www.fairnopoly.de) with Founder Felix Weth
- Q & A Discussion
- 1745 Bus to Mercator Project Centre
- 1830 Public Event:
The Role of Social Enterprise in Developing a Sustainable Global Economy – Asian and European Perspectives.
- 2015 Reception with drinks and buffet
- Return to hotel on foot (10 mins walk)

Day 2 (Tuesday, 16 July 2013)

Policy Dialogue Timeline (Tuesday, 16 July)

0830 - 0900 **Event Registration**

0900 - 0920 **Introduction: The development of the Social Enterprise Eco system – a historical perspective**

0920 - 1045 **Session One: Social Enterprise and public service delivery *and*
Session Two: Growing the Social Investment market**

An opportunity to hear 10-minute scene setters from a number of countries in Asia and Europe on the themes for sessions one and two.

1045 - 1200 Four smaller break-out groups will be formed to discuss the two topics in more detail in a world café format. There will be opportunities for delegates to contribute to both topic discussions during this session. We will ask for a volunteer from each group to host the discussion and feedback findings in plenary.

Refreshments will be available in the break-out rooms during this session

1200 – 1230 Feedback from each of the breakout groups in plenary

1230 – 1330 Lunch

1330 - 1430 **Session 3: Regulatory and tax frameworks to support the work of Social Enterprise *and*
Session 4: Evidencing Social Impact**

An opportunity to hear 10-minute scene setters from a number of countries in Asia and Europe on the themes for sessions three and four.

1430 - 1600 Four smaller break-out groups will be formed to discuss the two topics in more detail in a world café format. There will be opportunities for delegates to contribute to both topic discussions during this session. We will ask for a volunteer from each group to host the discussion and feedback findings in plenary.

Refreshments will be available in the break-out rooms during this session

1600 – 1630 Feedback from each of the break-out groups in plenary

1630 – 1700 **Final Session**

The final session will be an opportunity to once again form smaller break-out groups to establish the key recommendations that have merged from the day.

1700 – 1730 **Presentation of key recommendations**

1730 – 1845 Free time

1845 – 1900 Meet in the hotel lobby to travel to restaurant for dinner

1900 – 1920 Pre-dinner talk delivered by Facilitator team to summarise the findings from the policy dialogue

1920 - Dinner

Policy Dialogue Structure and Detailed Agenda

The subsequent discussions will see smaller breakout groups tasked to come up with recommendations to governments interested in stimulating the growth of the social enterprise space. We will ask each group to come up with concrete answers to specific questions and report back in plenary.

Introduction: The development of the Social Enterprise Eco system – a historical perspective

The event facilitator and Chair of the Social Enterprise World Forum Mr Peter Holbrook will give a historical perspective of the development of UK policy over recent years, highlighting the key stages in the development in efforts to create one of the world's most Social Enterprise friendly business environment and supporting system.

Speaker

Mr Peter Holbrook – Chair, Social Enterprise World Forum

Session One: Social Enterprise and public service delivery

With strong public values and principles of equality, social enterprise solutions can deliver effective and innovative public services. Examples range across healthcare, transport, social care and housing. What are the issues and how can policymakers replicate best practices? How can government, business and civil society or the communities being served best work together and what mechanisms are needed for this to happen? Examples of innovation in public policy, which have incentivised Social Enterprises to deliver public services, exist in both Europe and Asia. In the UK, the Social Value Act embeds consideration of social impact into the procurement process, whilst in India, The National Innovation Council has been working to offer support to scale innovation amongst the poorest member of society. This session will draw out the key characteristics of the policy contexts across and between Asia and Europe and look at potential comparisons between the two regions.

Mr Fillippo Addarii, CEO of the European Network of Civil Society Leaders (Euclid Network) will provide an overview of the role that Social Enterprises are playing in public service delivery across Europe. Whilst in Asia we will hear two countries perspectives on the role of policy in developing the Social Enterprise eco-system.

Mr Nuttaphong Jaruwannaphong from the Thai Social Enterprise Office (TSEO) will offer a perspective of the role that the Thai government has played in developing an effective policy infrastructure through the creation of the TSEO, whilst Mr Chong Soo Lee will provide an introduction to the speedy growth of the Korean Social Enterprise sector in recent years.

Speakers

Mr Axel de Martene - Member of the Cabinet, of European Commissioner Barnier (Internal Market and Services)

Mr Fillippo Addarii – CEO, European Network of Civil Society Leaders (Euclid Network)

Mr Nuttaphong Jaruwannaphong – Director, Thai Social Enterprise Office (TSEO) (Thailand)

Mr Chong Soo Lee – CEO, Social Investment Korea (Korea)

We will ask break out groups to focus on the following questions:

- What first steps can governments take to support nascent social enterprise sectors?
- What are the key leverage points where policy makers can intervene to grow the Social Enterprise space?

Break

Session Two: Growing the social investment market

Recent months have seen the launch of two social stock exchanges in the UK and Mauritius, signifying the latest stage in the development of the social investment space in Asia and Europe. The recent G8 summit has seen the UK government place social investment on the global agenda for the first time. Developments in impact investment in both Europe and Asia have led to an increasing focus on the design of effective mechanisms to allow for private sector capital to be invested in businesses that serve the Bottom of the Pyramid (BOP). The launch of the Benesse Social Investment Facility in Japan – a 15million USD fund designed to be invested in Social Enterprises within and beyond Japan (particularly South and South East Asia) – is a great example of the growing impact that social investors are having across Asia. In the UK, the launch of Big Society demonstrates the role that government can play in this space.

Mr Takaho Miki of the Benesse Corporation in Japan will start the session by describing the development and functioning of the Social Investment Facility in Japan and the impact that it is having across the Asian region. He will be followed by Ms Helen Stephenson of the UK's Cabinet Office, who will provide an overview of the UK Government's attempts to grow the social investment market; with a particular focus on how the UK is pushing forward the global agenda.

Speakers

Mr Takaho Miki – General Manager of Corporate Planning, Global Social Business Office, Benesse Corporation (Japan)

Ms Helen Stephenson – Director, Programmes and Performance, UK Cabinet Office (UK)

- What are the key barriers to Social Enterprises raising capital in Asia and Europe?
- What type of support is required at different stages of the growth of a Social Enterprise and where is government intervention most appropriate?
- How can government work together more effectively to leverage private sector capital for social impact?
- What needs to be done to increase capital flows between Asia and Europe?

Lunch

Session Three: Regulatory and tax frameworks to support the work of Social Enterprise

One of the most common barriers quoted by social enterprises across the globe is a lack of appropriate regulatory and tax frameworks. What additional benefits should be accorded to businesses that are creating a social impact? Should Social Enterprises be treated differently from businesses with a purely commercial focus? Increasingly, governments are looking at how, through using the regulatory tools at their disposal, Social Enterprises can be supported with their social missions. Similarly in the wider support system to the Social Enterprise sector, regulation that requires companies to invest percentages of their profits into CSR activities are helping to attract more capital into the sector as well as more broadly encouraging CSR to be more firmly embedded in companies' structures.

Izabela Przybysz, who is the Head of the Social Policy Programme at the Polish Institute of Public Affairs, will give a perspective from Poland on the role that the Social Cooperatives Act has played in supporting the development of the Social Enterprise space in Poland whilst Nicolas Hazard will provide a broader perspective on the issue.

Speakers

Ms Izabela Przybysz – Head of the Social Policy Programme, Polish Institute of Public Affairs (Poland)

Mr Nicolas Hazard – CEO, Le Comptoir de l’Innovation (France)

- Are legal entities for Social Enterprises needed in all markets in Asia and Europe?
- How big a role should governments play in regulating the Social Enterprise sector?
- What comparisons can be drawn between regulatory approaches in Asia and Europe?

Break

Session Four: Evidencing social impact

Policymakers and investors require clear evidence of social impact. A social enterprise will stand or fall depending on how it is able to demonstrate its social impact. Impacts, which demonstrate to government the value of creating a favourable policy environment, are a vital part of the armour of the sector in aiming to put a value on the benefits of a favourable policy framework to support social enterprises. This panel will look at the various approaches that are being taken to measuring impact across Europe and Asia. It will also explore the different stakeholders that the different countries are engaging in attempting to demonstrate impact; whether they are government, investors or the donor community.

- What examples of effective policy instruments exist that have given confidence to governments, investors and donors to invest in social enterprises?
- Is there a need for a universal impact framework to be able to make comparisons across markets in Asia and Europe.
- How can we better tell the powerful stories of the impact of social enterprise across Asia and Europe.

Ms Eva Varga, Director of Portfolio Performance at NESst, will provide an introduction to the tools used by NESst to measure the impact of the Social Enterprises in the NESst portfolio across central and Eastern Europe, whilst Ms Clare Dove will provide a UK perspective with a focus on the development of tools used by local authorities to measure the impact of service providers.

Speakers

Ms Eva Varga – Director of Portfolio Performance at NESst Europe

Ms Clare Dove MBE – Chief Executive, Blackburne House (UK)

Policy Report

The findings from the police event will be disseminated by the British Council and Asia-Europe Foundation (ASEF) to key stakeholders in the sector in Asia and Europe.

Suggested Readings

Global

Breaking the Binary: Policy Guide to Scaling Social Innovation

http://www.weforum.org/pdf/schwabfound/PolicyGuide_to_ScalingSocial%20Innovation.pdf

Asia

Social Enterprise in Asia: Contexts and Opportunities

<http://www.asiaix.com/wp-content/uploads/2010/03/Social-Enterprise-in-Asia-Context-and-Opportunities3.pdf> Enterprise in Asia: Context and Opportunities

Asian Social Investment Community 2012/2013

<http://www.rockefellerfoundation.org/uploads/files/7ef9fbc9-f8bf-4285-a932-a05064918dff-asian-social.pdf>

The Emerging Ecosystem of Entrepreneurial Social Finance in Asia

Entrepreneurial Social Finance in Asia: Working Paper No. 1

http://bschool.nus.edu/Portals/0/images/ACSEP/ACSEP_WP1_final_web_2013.pdf

Impact Investors in Asia Characteristics and preferences for investing in Social Enterprises in Asia and the Pacific

<http://www.adb.org/sites/default/files/impact-investors.pdf>

Social Enterprise report India

<http://www.adb.org/sites/default/files/pub/2012/india-social-enterprise-landscape-report.pdf>

Innovation in Asian Philanthropy

Entrepreneurial Social Finance in Asia: Working Paper No. 2

<http://bschool.nus.edu/Portals/0/images/ACSEP/Innovation-in-Asian-Philanthropy.pdf>

Europe

Social Enterprise Protecting the Planet Creating a fairer world

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/205295/Social_Investment_Strategy_Update_2013.pdf

Policy Brief on Social Entrepreneurship: Entrepreneurial Activities in Europe

<http://ec.europa.eu/social/main.jsp?catId=738&langId=en&pubId=7552&type=2&furtherPubs=yes>

Study on Practices and Policies in the Social Enterprise Sector in Europe – Final Report

http://ec.europa.eu/enterprise/newsroom/cf_getdocument.cfm?doc_id=3408

The Social Economy in the European Union

http://www.ciriec.ulg.ac.be/fr/telechargements/RESEARCH_REPORTS/EESC - CIRIEC Report 2012_def_ENG.pdf

The Social Value Act (UK)

http://www.socialenterprise.org.uk/uploads/files/2012/03/public_services_act_2012_a_brief_guide_web_version_final.pdf

Growing the Social Investment Market: 2013 Progress Update

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/205295/Social_Investment_Strategy_Update_2013.pdf