

1st Announcement

XXIII Social Firms Europe CEFEC Conference

HARNESSING THE POWER OF BUSINESS TO CHANGE LIVES

30th June to 3rd July 2010, Cambridge
United Kingdom

XXIII Conference



Social Firms Europe
CEFEC

Introduction

Dear colleagues,

We are delighted to invite you to consider joining us at Social Firms Europe CEFECs 2010 Conference! There is increasing evidence that the work that Social Firms and work integration social enterprises across Europe are doing in terms of real job creation is making a tangible difference to the lives of individuals who otherwise continue to face significant barriers to the labour market because of their disability or disadvantage. We want to use this opportunity to explore some of the ways that Social Firms have adopted innovation to achieve their mission of employment creation and discuss future challenges and opportunities as well as dealing with the immediate term economic difficulties and constraints. The conference aims to share and disseminate ideas, examples of good practice from a range of difference countries all facing similar challenges and facilitate real networking and business development opportunities for all delegates. We hope that you will consider our programme for the event and join us if you can.



Yours faithfully,

Bernard Jacob, President of Social Firms Europe CEFEC

Sally Reynolds, Secretary General of Social Firms Europe CEFEC
and Chief Executive of Social Firms UK

2010
European Year
for Combating
Poverty and
Social Exclusion

SocialFirms UK

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This year's conference is called "Harnessing The Power Of Business To Change Lives". The conference programme is being designed to provide as many practical opportunities for personal interaction and sharing of experiences as possible.

Outline draft programme

This is below but it is not finished yet and more information will be added to the website at www.socialfirmseurope.org when it is finalized and ready for registrations at the beginning of April:

Wednesday 30th June

Arrival and registration of Social Firms Europe CEFEC delegates at Fitzwilliam College, Cambridge. Check-in to onsite accommodation at Fitzwilliam College.

(there will be a Social Firms Europe CEFEC Executive Committee meeting from 1pm to 5pm on 30th June but this is for Executive Committee members only).

Get-together meal from 1900 hrs at a local Cambridge restaurant for all delegates *(at individual cost, approximately 20 Euros per person payable direct to the restaurant, reservation required when booking your conference place)*

Thursday 1st July

- 9am: Meet to go on Surprise Study Visits for Social Firms Europe CEFEC delegates (no additional cost, places will be allocated)
- 12.45pm: Lunch at Fitzwilliam College
- 1.30pm: Welcome address
- 1.40pm: Address from Member of the European Parliament
- 1.50pm: Harnessing The Power
Sally Reynolds, CEO, Social Firms UK & Secretary General, Social Firms Europe CEFEC
- 2.05pm: How Business Can Change Lives
Peter Speckhahn-Hass of di.hako-group
Margaret Haddock of Orchardville
A representative from Social Investment Business
- 2.35pm: Questions
- 2.45pm: Short presentations by the shortlisted European Social Firm of the Year Award candidates
- 3.15pm: Coffee and exhibition
- 4pm – 5.30pm: Workshops & Seminar *(more information will be provided on these in time for when the conference bookings open at beginning of April)*
- Workshop 1: Introduction to Social Enterprise and Social Firms
- Workshop 2: Making the most of sales & marketing opportunities
- Workshop 3: Breaking the cycle – achieving large scale job creation for ex-offenders
- Workshop 4: Financing the start up and growth of your Social Firm or social enterprise business
- Workshop 5: Secrets to success in the catering industry – Mosaik Services and Catering2Order
- Workshop 6: Overcoming poverty and social exclusion through Social Firms – sharing personal stories and experiences from around Europe (for BURSARY PLACE HOLDERS ONLY)
- Seminar: De-institutionalisation of mental health services around Europe – where is the best practice?
Bob Grove (Sainsbury Centre for Mental Health) and Bernard Jacob (AIGS)
- 5.30pm: Break
- 6.30pm: Drinks reception
- 7.30pm: Conference Dinner (including wine)
European Social Firm of the Year Award Prize Giving Ceremony
- 11.30pm: End of evening

Friday 2nd July

- 9.30am: Welcome from the Chair
- 9.35am: New approaches to sustained sector growth:

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- International social franchising of a Social Firm (Gerry Higgins, CEiS)
 - Using social enterprise to modernize 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 (Social Firms Scotland)
- 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 and audience discussion comprising individuals from the corporate sector (participants to be confirmed)
- 12.15pm: Challenges and opportunities for SMEs and social enterprises pulling out of economic recession
Scene Setting – Rod Schwartz, ClearlySo
Followed by facilitated panel debate with participants including Peter Holbrook (SEC), Jim Blakemore (Bikeworks CIC) and others to be confirmed.
- 1pm: Lunch
- 2pm: Tendering and Procurement – the ins and outs
Maximising partnerships
- 2.30pm: Workshops
- Workshop A: Tendering & procurement – sharing experiences across Europe
- Workshop B: SROI: measuring social and economic return
- Workshop C: Information Technology as a sector for job creation
- Workshop D: Using research to inform future growth
- Workshop E: Working out your CSR pitch
- Workshop F: Getting the right non-executive directors, with the right skills, onto your management board
- SEMINAR: Comparing different European country support interventions into Social Firms
Panel with representatives from Finland, Germany, Italy, UK, Greece and Austria.
- 4.30pm: Conference close & departure for UK delegates
Tea break for Social Firms Europe CEFEC delegates
- 4.45pm: Social Firms Europe CEFEC General Assembly (all Social Firms Europe CEFEC members to attend please)
- 5.30pm: Break
- 6.30pm: Conference Celebration BBQ

Saturday 3rd July

Breakfast and departure from Fitzwilliam College for European delegates

European Social Firm of the Year 2010 Award

Social Firms Europe CEFEC is inviting applications from all Social Firms in Europe to enter for this prestigious and high profile Award. The Award this year is being sponsored by di.hako-group and, as well as one overall winner, there will be three sub-categories of best large Social Firm with >20 employees, best small Social Firm with <20 employees and best Social Firm creating employment specifically for people with mental health problems. The deadline for applications is 31st March 2010 so please go to www.socialfirmseurope.org for more information on this!

The Conference Venue

We are delighted to invite you to historic city of Cambridge in the United Kingdom. Cambridge is within easy reach of London, and the airports of Stansted or Luton.

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About The Conference

This long established annual, international event brings together those who are interested and/or involved with assisting people with various severe disadvantages including those with mental health problems, learning disabilities, ex-offenders and others into employment. There is a particular focus on alternative employment projects that intend to operate as and compete in the world of mainstream enterprise (e.g. Social Firms and social co-operatives) in order to achieve their employment objectives. We are also delighted to be able to offer bursary places in 2010 to individuals involved with Social Firms or social co-operatives who have direct experience themselves of poverty and/or social exclusion because of their disability or disadvantage – please enquire with us at socialfirmseurope@cefec.biz if you wish to know more about this bursary scheme.

Further Information

Up to date information about the conference will be on the Social Firms Europe CEFEC website at www.socialfirmseurope.org so please keep an eye on this! When the conference is open for delegate registrations then a notification will be emailed to everybody on our database, but you may want to check the website regularly anyway. The **EARLY BOOKING DISCOUNT** will stop at the **end of April**, when the prices will become the same until the middle of June so it will be in your interests to book early!

Please forward all of this information to your friends and colleagues!

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Delegate Rates

(please note 2010 membership payments need to have been made before qualifying for the Social Firms Europe CEFEC 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 Europe CEFEC Members			
Residential from 30 th June to 3 rd July	€339 + VAT (17.5%)	€395.50 + VAT (17.5%)	Ensuite Bed & Breakfast accommodation for 3 nights (30/6, 1/7, 2/7); Lunches on 1/7 & 2/7; Conference dinner including wine on 1/7; BBQ dinner including wine on 2/7; Surprise study visits on 1/7; Full conference participation.
Day delegate (1 day)	€113 + VAT (17.5%)	€169.50 + VAT (17.5%)	Lunch on the day that is being attended; The evening event on the day that is being attended (either the conference dinner on 1/7 or the BBQ dinner on the 2/7); Full conference participation on the day that is being attended.
Day delegate (2 days)	€226 + VAT (17.5%)	€282.50 + VAT (17.5%)	Lunches on 1/7 & 2/7; Conference dinner including wine on 1/7; BBQ dinner including wine on 2/7; Full conference participation.
For non-members			
Residential from 30 th June to 3 rd July	€372.90 + VAT (17.5%)	€440.70 + VAT (17.5%)	Ensuite Bed & Breakfast accommodation for 3 nights (30/6, 1/7, 2/7); Lunches on 1/7 & 2/7; Conference dinner including wine on 1/7; BBQ dinner including wine on 2/7; Surprise study visits on 1/7; Full conference participation.
Day delegate (1 day)	€146.90 + VAT (17.5%)	€203.40 + VAT (17.5%)	Lunch on the day that is being attended; The evening event on the day that is being attended (either the conference dinner on 1/7 or the BBQ dinner on the 2/7); Full conference participation on the day that is being attended.
Day delegate (2 days)	€259.90 + VAT (17.5%)	€316.40 + VAT (17.5%)	Lunches on 1/7 & 2/7; Conference dinner including wine on 1/7; BBQ dinner including wine on 2/7; Full conference participation.

The UK tax is called VAT (Value Added Tax) and 17.5% has to be added to all delegate rates so please take this into account – if you are VAT-registered then you should be able to reclaim this tax at your national rate).