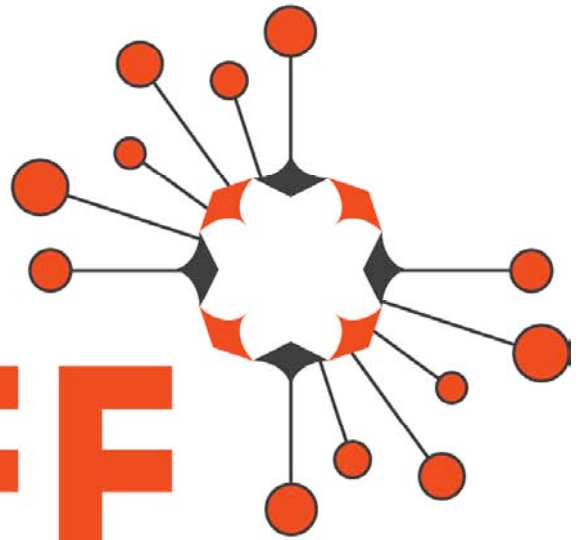


# OxSEF



Oxford Social Enterprise Forum

## A new form of capitalism?

PROGRAMME OF EVENTS

9th- 10th May 2009



UnLtd\*



oxford  
SAID BUSINESS SCHOOL



Commission for  
Youth Social Enterprise

**SKOLL CENTRE**  
FOR SOCIAL ENTREPRENEURSHIP

## Saturday 9<sup>th</sup> May 2009

<b>9.30</b>	<b>Registration</b>			
<b>10.00</b>	<p><b>Opening Plenary: The next generation of social entrepreneurs – can our generation rise to the challenge?</b></p> <p>Kresse Wesling, Founder of EaKo and UK Social Enterprise Ambassador Chris Allwood, Founder of Auction My Stuff and UK Social Enterprise Ambassador</p>			
<b>11.00</b>	<p><b>Ethical Business or social enterprise. What is the best business model to achieve social change?</b></p> <p>Reed Paget, Founder of Belu Water and UK Social Enterprise Ambassador Gib Bulloch, Co-Founder and Director, Accenture Development Partnerships James Minney, Co-Founder and Director, PeopleTree</p>			
<b>12.15</b>	<b>World Cafe - structured networking session</b>			
<b>13.15</b>	<b>Lunch</b>			
<b>14.00</b>	<p><b>Charity or Social Enterprise?</b></p> <p>Malcolm Hayday Founder and Chairman of Charity Bank</p> <p>Many social enterprises address problems that charity would have traditionally tackled. Here we compare both models, and seek to examine whether one is more effective than the other.</p>	<p><b>Practical Idealists</b></p> <p>Professor John Hammock Former Executive Director of Oxfam America</p> <p>Is it possible to make a difference whilst retaining your idealism <i>and</i> earning at the same time? Apparently so, and this workshop will tell you how!</p>	<p><b>How do you measure social impact?</b></p> <p>Maor Bar-Ziv Founder &amp; Director, EGO - Empowering Grassroots Organisations</p> <p>Profit is easy to measure; social impact is not. Through this workshop we will give you an insight into how the impact of charities and social enterprise can be assessed.</p>	<p><b>Marketing your organisation</b></p> <p>Rachael Clay Director of Ethicore, Former Head of Ethical Consumerism at Oxfam</p> <p>It's all very well setting up your own enterprise, but the only way to assure its success is to market it well. Find out which kind of marketing is successful, and which isn't.</p>
<b>15.00</b>	<p><b>Charity or Social Enterprise?</b></p>	<p><b>Practical Idealists</b></p>	<p><b>How do you measure social impact?</b></p>	<p><b>Marketing workshop</b></p>
<b>16.00-17.30</b>	<p><b>A new form of capitalism. Does the current economic crisis present an opportunity for a new way of doing business?</b></p> <p>Pamela Hartigan, Director of the Skoll Centre for Social Entrepreneurship Jamie Hartzell, Founder and Managing Director, Ethical Property Company Ben Tuxworth, Director of Communications at Forum for the Future</p>			

**18.30- 20.00 – Cheese & Wine at the Vaults and Gardens**

## Sunday 10<sup>th</sup> May 2009

<b>09.45</b>	<b>Registration</b>		
<b>10.00</b>	<p><b>Age of Stupid</b> (Film Screening &amp; Talk)</p> <p>Exclusive and official viewing of the new climate change film that everyone is talking about!</p> <p>It stars Oscar-nominated Pete Postlethwaite as a man living alone in the devastated world of 2055, looking at archive footage from 2007 and asking: why didn't we stop climate change when we had the chance?</p> <p>"The first successful dramatisation of climate change to reach the big screen." Guardian "Fantastic. Knocks spots off An Inconvenient Truth" The Ecologist</p> <p>This is a must-see film and will be followed by a talk by Daniel Vockins, Head of the Not Stupid Campaign.</p>		
<b>12.15</b>	<p><b>Social climate - Should we leave it to the market to save the environment?</b></p> <p>Sonny Masero, UK Managing Director, Camco, Mark Laabs, Director of European Operations at Climate Bridge Conrad Young, Chair of the London Professional Chapter of Net Impact Sir David King, Former Chief Scientific Advisor to the UK Government</p>		
<b>13.30</b>	<b>Lunch</b>		
<b>14.00</b>	<p><b>Social Enterprise and Development – Improving Rural Livelihoods in Africa</b></p> <p>Eliza Anyangwe and Liz Ford, The Guardian</p> <p>Find out how social enterprise has been employed to improve the lives of Africa's poorest.</p>	<p><b>CSR 2.0 – The next evolution of CSR?</b></p> <p>Dr. Wayne Visser Founder and CEO of CSR International</p> <p>In a world in which it is now the exception rather than the norm for a company <i>not</i> to have a CSR policy, we examine how CSR has spread, and the ways in which it is changing.</p>	<p><b>Raising Capital for your social venture: the VC's perspective</b></p> <p>John Mullins Professor of Management Practice and Chair in Entrepreneurship at London Business School</p> <p>Get into the mind of a venture capitalist and find out what criteria are used to assess an entrepreneurial venture.</p>
<b>15.00</b>	<p><b>Social Enterprise and Development – Improving Rural Livelihoods in Africa</b></p>	<p><b>CSR 2.0 – The next evolution of CSR?</b></p>	
<b>16.00</b>	<p><b>The Future of Social Entrepreneurship</b></p> <p>Cliff Prior, Chief Executive of UnLtd – the Foundation for Social Entrepreneurs</p>		
<b>17.00</b>	<p><b>The Big Pitch</b></p> <p>Your opportunity to pitch an entrepreneurial idea to create social change, with a chance to win an award of up to £1,000 to get you started.</p>		

# About the Speakers

## Saturday



**Kresse Wesling** is Director of EaKo, Babaloo and Bio-Supplies. She launched Bio-Supplies in 2003 in Hong Kong, a company that invests in, develops, manufactures and sells environmental packaging alternatives. In 2005, the first UK branch was opened, and it is here that the primary source of growth has been.

Kresse Wesling then launched Babaloo in the spring of 2005. Babaloo manufactures and sells a range of environmental and ethical products for parents and babies.

Kresse has recently launched her third business, EaKo, which turns industrial waste into innovative lifestyle products and returns 50% of profits to the charities and organisations related to the waste. For example, the "Live Earth Belt" is made from decommissioned fire hoses, and 50 per cent of the profits go back to the London Fire Brigade for distribution through their benevolent fund.

Kresse won the Entrepreneurial Woman of the Future award at the Real Business awards in November 2007 and was recently named in Management Today's "35 Women Under 35" list. She is also a UK Social Enterprise Ambassador.



**Chris Allwood** is a passionate and effective social entrepreneur, who loves to innovate and grow social enterprises. His enthusiasm for businesses with a social mission was ignited at University where he ran a Fairtrade shop, and started a Fairtrade café (with occasional study in between). On graduation he moved to London to start another Fairtrade café on Islington's highly competitive Upper Street. Since then he has run a centre for asylum seekers and a programme in partnership with the School for Social Entrepreneurs for people keen to start their own social enterprises.

In 2005 he joined Community Links as New Business Development Manager. Auction My Stuff is the first venture and started about two years ago. He has successfully tapped into huge pro-bono resources to enable it to happen. Auction My Stuff enables unemployed young people to get the skills, experience and confidence for work. They sell 'stuff' through eBay.

Chris is also developing 'The Greenhouse' a social enterprise incubator in East London and a landscape maintenance social enterprise. He was recently named as one of the Future 100 ethical entrepreneurs, and is a UK Social Enterprise Ambassador.



**Gib Bulloch** currently heads up Accenture Development Partnerships (ADP), a ring-fenced not-for-profit consulting group within Accenture, whose clients include Oxfam, World Vision, UNICEF and The World Bank. ADP's main focus is on bringing affordable business and technology expertise to the international development sector and on promoting private sector engagement in sustainable development. He has recently been appointed as a Mentor to the UK Government's Social Enterprise Coalition.

Working primarily as a strategic consultant to multinationals, Gib's main induction to development came through spending a year in Macedonia as Accenture's first volunteer on the VSO Business Partnerships Scheme in 2000, providing business planning to a local non-profit business support center for SMEs in the aftermath of the Kosovo crisis.

ADP (and Gib's role in helping to create it) is featured in a book called "Everyday Legends" highlighting the stories of 20 leading social entrepreneurs and more recently, "The Social Intrapreneur: A Field Guide for Corporate Changemakers". ADP was awarded the Management Consulting Association's CSR Award and a BITC Big Tick in 2007/8.



**Reed Paget** is the Managing Director of Belu Water, the UK's first "carbon neutral" bottled water. Belu water bottles are completely made out of corn and are therefore biodegradable. All Belu's profits are used to fund clean water projects around the world. Reed has recently won the Independent newspaper's Social Entrepreneur of the Year Award.

Belu was originally inspired by the launch of the United Nation's Global Compact in 2001. This was Kofi Annan's initiative to engage the largest businesses in the world to help solve the largest social and environmental problems in the world.

Reed attended the event as a journalist and was inspired by the concept of "using capitalism to change the world", which made him decide to try putting this idea into practice.

Prior to setting up Belu Water, Reed worked for New York One News and was the producer of the award-winning documentary film *Amerikan Passport*, shot in 14 war zones around the world. He was also recently appointed as a UK Social Enterprise Ambassador.

### **James Minney, Co-Founder and Director of People Tree.**

James Minney is a co-founder and co-Director of People Tree. This company is a pioneer in Fair trade fashion and promoting environmental justice and Fair Trade. The People Tree Foundation is an independent charity, working alongside People Tree the Fair Trade Company.

Biography to follow



**Malcolm Hayday** is the Chief Executive of The Charity Bank Limited, the UK's first general charity to be authorised as a bank.

He was previously the Director of Community Finance at [CAF \(Charities Aid Foundation\)](#) and Director of CAF's social investment loan fund, *Investors in Society*. He is in his second term as a Board Member of [INAISE](#), the International Association of Investors in the Social Economy, a global network of social investment institutions, having been its President, 1997-2001.

Previously, he was the chairman of The Big Issue Foundation and a founding Board member of the Community Development Finance Association (CDFA).

Until 2006, Malcolm was a member of the Advisory Group of global foundation leaders to the World Economic Forum until 2006. He is a Fellow of the Royal Society for the Arts.

Malcolm has more than 30 years experience in business finance. He graduated from Exeter University in 1972 with a BA Hons. in Economics. After university he assumed progressively senior positions with City financial institutions. From 1987 he concentrated on finance for small and medium sized businesses. He joined CAF in 1993 to establish the loans service for charities. He has written a number of papers on the social economy and social investment.



Professor John Hammock is the North American Director of the Oxford Poverty and Human Development Initiative, a Research Fellow at the Frederick S. Pardee Center for the study of the Longer-Range Future at Boston University, and Associate Professor of Public Policy at Tufts University's Fletcher School of Law and Diplomacy. He also works with the secretariat of the Human Development Capability Association.

He founded and was director of the Feinstein International Famine Center at Tufts University. He served as Executive Director at Oxfam America from 1984-1995 and as Executive Director at ACCION International from 1973-

1980. John is a graduate of Denison University and the Fletcher School. He was the Managing Director of Global Equity Initiative at Harvard. His work centers around Human Development and values, with particular focus on policy issues and implementation. He recently co-authored *Practical Idealists: Changing the World and Getting Paid*, 2008.



**Pamela Hartigan** is the Director of the Skoll Centre for Social Entrepreneurship at Oxford University's Saïd Business School, the world's leading academic institution for social entrepreneurship. She is also a [Volans](#) Founding Partner and Non Executive Director. From 2001 to 2008 she was the Managing Director of the [Schwab Foundation for Social Entrepreneurship](#), a Swiss-based organization focused on advancing the practice of social entrepreneurship nationally, regionally and globally. The Foundation is the second organization started by Klaus Schwab, the first being the World Economic Forum.

Throughout her career, Dr. Hartigan has held varied leadership positions in multilateral health organizations and educational institutions as well as in entrepreneurial non-profits. In the area of health, Pamela headed up the Department of Health Promotion at the [World Health Organization](#) (1999-2001); was Programme Manager and Area Co-ordinator for Applied Field Research in the Special Programme on Research and Training in Tropical Diseases (TDR) of the [World Bank](#), [WHO](#), and [UNDP](#) (1997-1999). Between 1990 and 1997, she worked in WHO's Regional Office for the Americas, the [Pan American Health Organization](#) (PAHO), as Chief of the Gender, Health and Development and Manager for Special Initiative in the HIV/AIDS Programme. She recently launched her new book, entitled *The Power of Unreasonable People: How Entrepreneurs Create Markets that change the World* which she co-authored with John Elkington.



**Jamie Hartzell** is the Managing Director of The Ethical Property Company in the UK and a director of Ethical Property Europe. He first founded the company in 1999 and over ten years has built it into a company employing nearly 40 staff and with assets of over £20 million.

Jamie's previous career was as a film-maker on environment and development issues. After graduating from Bristol University in Philosophy in 1982, Jamie joined the BBC where he worked on Vanishing Earth, a two part series on the causes of famine which won the Prix Italia Ecology Prize. From 1986 to 1989, Jamie produced and directed several award-winning documentaries for Channel 4 and the BBC. Jamie later joined Television Trust for the Environment (TVE), a charity supported by the United Nations and bilateral donors that both co-produced programmes on development issues for broadcast television and also ensured that those programmes were distributed free to TV stations and NGOs in the developing world. In 1990 Jamie became acting director of TVE and from 1991-92 set up and ran TVE's office in the Netherlands. From 1993-97 Jamie ran his own production company Small World.

Jamie has also been involved through published papers, media appearances and campaigning in support of the development of philanthropy through The Network for Social Change and the Funding Network; drawing attention to the ineffectiveness of carbon offsetting; promoting a localist agenda; and the development of a social stock exchange.



**Ben Tuxworth** is Director of Communications at Forum for the Future, a UK based sustainable development non-profit. In this role he is responsible for building capacity for sustainable development: communicating and embedding sustainability principles in organisations

Previous roles include five years work in environmental communications consultancy, then leading the Environment Resource and Information Centre at the University of Westminster, where he delivered advice, training and networking services to local authority sustainability personnel, and founded eg magazine, a key source of news and comment on local sustainability.

He is also the Editor of Green Futures Magazine and writes a monthly column for Gristmill on sustainability in the U.K. and Europe.

## Sunday



**Professor Sir David King** is the Director of the [Smith School of Enterprise and the Environment](#). Sir David was the UK Government's Chief Scientific Adviser and Head of the Government Office of Science from October 2000 to December 2007. In that time, he raised the profile of the need for governments to act on climate change and was instrumental in creating the new £1 billion Energy Technologies Institute. In 2008 he co-authored *The Hot Topic* on this subject.

As Director of the Government's Foresight Programme, Sir David created an in-depth horizon scanning process which advised government on a wide range of long-term issues, from flooding to obesity. He also chaired the government's Global Science and Innovation Forum from its inception. He advised government

on issues including the foot-and-mouth disease epidemic of 2001, post-9/11 risks to the UK, GM foods, energy provision, and innovation and wealth creation. He was also heavily involved in the Government's Science and Innovation Strategy 2004-2014.

Sir David was born in South Africa in 1939 and became the Brunner Professor of Physical Chemistry at the University of Liverpool in 1974. In 1988 he was appointed 1920 Professor of Physical Chemistry at the University of Cambridge and subsequently became Master of Downing College (1995-2000) and Head of the University Chemistry Department (1993-2000). He has published over 450 papers on his research in chemical physics and on science and policy, and has received numerous prizes, fellowships, and honorary degrees. He is also Director of Research in the Department of Chemistry at the University of Cambridge, is Senior Scientific Adviser to UBS, and is currently President of the British Association for the Advancement of Science.



**John W. Mullins** is Associate Professor of Management Practice and Chair of Entrepreneurship at the London Business School.

Since becoming a business school professor in 1992, John has published three books and more than 30 articles in a variety of outlets, including Harvard Business Review, the Journal of Business Venturing, and the Journal of Product Innovation Management. His research has won national and international awards from Marketing Science Institute, the American Marketing Association, and the Richard D. Irwin Foundation.

John has consulted with and done executive education on three continents for a variety of organizations both large and small, including Roche Diagnostics, Time Warner Communications, the Eastman Kodak Company, Pumpkin Ltd., The Musicland Group, Montgomery Watson, Inc., the International Planned Parenthood Federation, and others. He earned his MBA at the Stanford Graduate School of Business and Ph.D in marketing from the University of Minnesota.



**Dr Wayne Visser** is Founder and CEO of [CSR International](#) and the author/editor of seven books, including five on the role of business in society, the most recent of which are *Making A Difference* and *The A to Z of Corporate Social Responsibility*.

Wayne is also Visiting Professor in CSR at Mannheim University and Senior Associate and Internal Examiner at the University of Cambridge Programme for Industry, where he previously held positions as Research Director and External Examiner. Before getting his PhD in Corporate Social Responsibility, Wayne was Director of Sustainability Services for KPMG.



**Mark Chadwick** is the CEO of [Carbon Clear](#). Carbon Clear helps companies around the world develop and implement carbon management strategies. They specialize in carbon auditing, developing strategies for in-house reductions and the trading of carbon credits. Mark has an MBA from London Business School and also won the Guardian UnLtd Award for social entrepreneurship.



**Conrad Young** is the Chair of the [Net Impact](#) Professionals Chapter London. Net Impact, originally founded as Students for Responsible Business (SRB) in 1993, has grown from an idea shared by 17 MBA founders to a mission-driven network of more than 10,000 graduate business student and professional members in more than 100 universities and 80 cities worldwide. Net Impact members are current and emerging leaders in CSR, social entrepreneurship, nonprofit management, international development, and environmental sustainability who are actively improving the world.

Conrad works as a Lead Consultant for Sustainable Business at PIPC, a global management consultancy with 14 offices operating across 25 countries. In this role, he focuses on the business implications of environment, energy, and corporate responsibility and aims to help clients go beyond the existing compliance-based environmental advice to deliver measurable business improvements.

**Sonny Masero** is Managing Director (UK) of Camco, a local company with world-wide operations committed to the creation of a sustainable low carbon society. Sonny has been involved with pioneering product carbon footprinting work as well as leading projects advising businesses on energy, environmental and sustainability issues.



**Alex Nicholls** is the first lecturer in social entrepreneurship appointed at the University of Oxford and was the first staff member of the Skoll Centre for Social Entrepreneurship. His work in social entrepreneurship falls across three domains: curriculum building; research; network creation.

Nicholls' research interests range across several key areas within social entrepreneurship, and his work is widely published in peer reviewed journals and is the co-author of a major research book on Fair Trade. His ground-breaking edition of a collection of key papers on the state of the art of social entrepreneurship globally was published by Oxford University Press in autumn 2006. Nicholls organised the first Skoll World Forum in Social Entrepreneurship in 2004 and has subsequently co-organised the event. He is developing a web-based university social entrepreneurship academic network in partnership with Ashoka. Nicholls is a regular speaker at international conferences.

Nicholls has held lectureships at a wide variety of academic institutions including: University of Toronto, Canada; Leeds Metropolitan University; University of Surrey; Aston Business School. He has been a Fellow of the Academy of Marketing Science and Member of the Institute of Learning and Teaching. Nicholls also sat on the regional social enterprise expert group for the South East of England and is a non Executive Director of a major Fair Trade company.



**Cliff Prior** is the Chief Executive of UnLtd, the Foundation for Social Entrepreneurs. UnLtd's mission is to reach out and unleash the energies of people who can transform the world in which they live: we call these people social entrepreneurs.

In its first 5 years, UnLtd has supported 7,000 people with cash, coaching and networking, creating the world's largest group of social entrepreneurs. UnLtd is the creative force behind [unltdworld.com](#) the online community for social leaders, and the SHINE UnConference, as well as the groundbreaking Big Boost for young social entrepreneurs.

Cliff is also a Healthcare Commissioner, on the Third Sector Advisory Body, Comic Relief's UK Grants Committee, the Clore Third Sector Leadership Group and the DH Social Enterprise & Third Sector Taskforce. He has set up several organisations such as Strutton Housing for people living with HIV 20 years ago, through to recent work on National Voices.

Cliff joined UnLtd from mental health charity Rethink, where he was Chief Executive for over 8 years. Under his leadership, Rethink grew to become the UK's largest and most influential charity in mental health. Rethink is both a membership based advocacy organisation and a social enterprise delivering health and social care services under contract.