

# Social Enterprise Policy & Practice Conference 2021

WEDNESDAY 1 SEPTEMBER & THURSDAY 2 SEPTEMBER

## Programme

*Putting Social Impact at the Heart of Scotland's Recovery*



Social  
Impact

Partners & Sponsors

# Social Enterprise Policy & Practice Conference

## DAY 1 PROGRAMME - WEDNESDAY 1 SEPTEMBER

- 0830      Networking & exhibition
- 0915      MC to introduce the day  
*Zahra Hedges, Director of Operations, Samtaler*
- 0925      Formal welcome and opening  
*Martin Avila, CEO, CEIS Group*
- 0930      A vision for social enterprise - Opening keynote  
*Shona Robison, Cabinet Secretary for Social Justice, Housing & Local Government*  
The Scottish Government's vision for community led recovery
- 1000      Rising Stars 1  
In this fast-paced, lively session 3 social enterprise leaders present on their plans for supporting COVID recovery
- *Scott Mackay, Executive Director, Midsteeple Quarter - inspiring and ambitious approach looking at placemaking and community led regeneration and renewal*
  - *Kirsty Thomson, Founder and CEO, Circle Scotland CIC - With the future office environment changing and the need to support more entrepreneurs moving forwards Kirsty provides an update on Circle Scotland CIC's expansion*
- 1025      Breakout sessions 1 (see below)
- 1115      Coffee break, networking & exhibition
- 1130      Making a difference to local economies - keynote
- *Louisa Macdonell, CEO, Development Trust Association Scotland - Reshaping the economy and empowering the local economy*
  - *Barbara Elborn, Newcastleton Community Trust - Why the community has taken a critical role in ensuring they live in a thriving community*
- 1200      Breakout sessions 2 (see below)
- 1250      Rising Stars 2  
In this fast-paced, lively session 3 social enterprise leaders present on their plans for business growth
- *Rhoda Meek, Founder, Isle Develop CIC - Rhoda will share how as a consumer facing social enterprise Isle Develop CIC market their enterprise and reach consumers*
  - *Matt Buchanan, Venue Manager, Montrose Playhouse Project - Matt will tell us about the community's plans for the newly acquired playhouse - how, why and what's next?*
- 1315      Day one closing remarks
- 1330      Networking & exhibition
- 1430      Networking close

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## BREAKOUT SESSIONS - WEDNESDAY 1 SEPTEMBER

### BREAKOUT SESSIONS 1: 1025-1115

#### 1 Young people and social enterprise start up

Explore how we encourage more young people to set up social impact businesses based on the experience of Social Shifters

*Jonathan Coburn, Director, Social Shifters*

#### 2 Selling directly to consumers

Join this session to understand consumer sales and routes to market

*Facilitator: Naomi Johnson, Consultant*

*Speaker: Jesse Audubey, Marketing & Communications Manager, Social Enterprise Scotland*

#### 3 Partnership for impact

Hear about private and public sector partnerships that have had a positive impact and lessons and advice to develop these relationships

*Michelle Ferguson, CEO, Scotland's Bravest Manufacturing Company*

#### 4 Asset acquisition

The role asset acquisition plays in strengthening communities and delivering long term sustainability

*Linsay Chalmers, Development Manager, Community Land Scotland*

#### 5 Measuring social impact

Using surveys, case studies, storytelling and understanding tools available to demonstrate your impact

*Emma Liddell, Advisor, Social Value Lab*

### BREAKOUT SESSIONS 2: 1200-1250

#### 1 The role of Community Shares

Hear the role Community Shares are playing in Community regeneration and participation

*Morven Lyon, Interim Programme Manager, Community Shares Scotland*

#### 2 Rural development & community ownership

Hear about different projects Glenurquhart are running to revitalise the community

*Facilitator: Kieran Daly, Head of Market, Social Investment Scotland*

*Speaker: Susan Clark, Chair, Glenurquhart Rural Community Association*

#### 3 Revitalising our Towns & Cities

Learn about the new Scotland Loves Local card and how to get involved

*Facilitator: Kevin Smith, Business Advisor, CEIS*

*Speaker: Kimberley Guthrie, Strategy and Relationship Consultant, Scotland's Towns Partnership*

#### 4 Community Wealth Building

Hear practical steps from the Western Isles, piloting CWB and an update on North Ayrshire Council's progress

*Calum MacIver, Communities Director, Comhairle nan Eilean Siar; and*

*Julie McLachlan, Senior Manager - Economic Policy, North Ayrshire Council*

#### 5 Community-led tourism

Hear about Senscot's pilot to put community at the heart of tourism: the successes, the challenges & takeaways

*Sarah Cameron, Development Manager, Senscot*



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## DAY 2 PROGRAMME - THURSDAY 2 SEPTEMBER

0830 Networking & exhibition

0910 Welcome and opening

*Zahra Hedges, Director of Operations, Samtaler*

0915 Everyone's Future - keynote followed by Q&A

- *Peter Kelly, Director, The Poverty Alliance - Peter will share his perspective on the role of social enterprise in addressing inequality and enabling a more Just Transition post COVID*
- *Manda Brookman, Director, Permanently Brilliant - The role of social enterprise in climate, green recovery and the balancing of inequalities*

1000 Breakout sessions 3 (see below)

1050 Rising stars 3

In this fast-paced, lively session we hear from 3 social enterprise leaders on net zero, diversity and equality

- *Kath Pierce, Founder, Somewhere - Kath will provide an overview of their work to support the LGBTQ+ community in business, culture and society*
- *Mairi Breslin, Director, Coorie Creative CIC - Mental health has been a significant challenge for many, especially in the past 18 months. Mairi provides a update on their work to make between support and enterprise development.*
- *Joan Lawrie, Development Manager, Thurso Community Development Trust - Joan will explain what it means to be a regional climate hub and what they intend to do to tackle the climate emergency*

1115 Coffee break, networking & exhibition

1130 Future of work - keynote followed by breakouts

*Aneela McKenna, Founder of Mòr Diversity | Diversity, Inclusion & Wellbeing Manager at Scottish Parliament | Co-Chair of British Cycling's Diversity and Inclusion Advisory Group | Diversity Practitioner at Irish Centre for Diversity*

Aneela will open our 'Future of Work' session focusing on diversity, inclusion and wellbeing in the social enterprise sector.

1225 Rising Stars 4

In this fast-paced, lively session 2 social enterprise leaders update us on their international expansion and ambitions

- *David Capperauld, Founder, Saorsa 2030 - David will update us on Saorsa 2030's ambitious aim to develop the largest, most comprehensive, anti-slavery intelligent data platform in the world and how he has managed this with the help of some key global partners*
- *Jane Churchill, Strategy and funding, Pianodrome - Jane will provide an update on Pianodrome's journey from a viable social enterprise to a global arts project*

1245 Closing remarks - Reflections and call to action

*Martin Avila, CEO, CEIS Group*

1315 Networking & exhibition

1415 Networking close

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## BREAKOUT SESSIONS - THURSDAY 2 SEPTEMBER

### BREAKOUT SESSIONS 3: 1000-1050

#### 1 Moving to Net Zero - Practical steps

Sponsored by **just enterprise**

Senscot and Just Enterprise outline the net zero strategy for the social enterprise sector and practical steps for implementing this

*Yvonne McBride, Manager, P4P*

#### 2 Inclusive Innovation

Learn about the new Scottish Government funded programme to support enterprises develop good ideas that do good into reality

*Laura Goodfellow, Interface; and  
Sean Kerr, Sustainability Thinking Scotland*

#### 3 Health inequality and the role of social enterprise

Hear about the health inequality that exists and is heightened by the pandemic and the role social enterprise is playing to address this

*TBC*

#### 4 Social enterprise & COP26

Understand more about COP26 and the wider climate agenda in Scotland

*Dr. Poonam Malik, Non-Executive Director, Scottish Enterprise & Firstport*

#### 5 Financial inequality and the role of SE

A focus on community finance support where people are equipped to make the right financial decisions.

*Facilitator: Kieran Daly, Head of Market Building, Social Investment Scotland  
Speaker: Adele Prendergast, Founder, Your Pay Your Way;*

### BREAKOUT SESSIONS 4: 1130-1225

#### 1 Co-working and the future office

The pandemic has thrown us all into a new way of working. We'll look at what this means for the future and explore the benefits of co-working

*Claire Carpenter, CEO, The Melting Pot*

#### 2 Future of fair work

We'll look at what the future of Fair Work looks like for social enterprises

*Facilitator: Roddy Stewart, Business Delivery - interim Team Leader, CEIS  
Speaker: Gail Irvine, Senior Policy and Development Officer, Carnegie UK Trust;*

#### 3 Creating a diverse organisation

Hear one enterprise's journey to creating a diverse organisation and tips & advice for adopting these in your own organisation

*Facilitator: Nina Graham, Business Advisor, CEIS  
Speaker: Thiago Carmo, Managing Director, Passion 4 Social C.I.C;*

#### 4 Digital developments

Helping you prepare your organisation for a digital future

*TBC*