



ANNUAL CONFERENCE ON THE SOCIAL ECONOMY
**SCALING THE SOCIAL ECONOMY
 FOR GREATER IMPACT**

10 - 11 September 2015, DG Auditorium,
 Wits Business School, Parktown, Johannesburg






PROGRAMME

Scaling is one of today's most contentious topics within the social economy. We hear about it from our boards, from our funders and in the media, and we are pressured to do it. But what does scaling really mean for your organisation? How do you know you are ready to scale and your approach is the right one? How do you know you are extending the reach of your mission rather than confusing increased size for increased impact and a more inclusive economy?

THURSDAY, 10 SEPTEMBER 2015

Opening of the Annual Conference on the Social Economy 2015	
07:30	Registration, refreshments and networking
08:45	<p>Keynote: An in-depth conversation with Minister Pravin Gordhan <i>The role of the social economy in local economic development</i></p> <p>Programme director: Prof Boris Urban Welcome: Prof Adam Habib, University of Witwatersrand Introduction: Short word by the partners of the conference</p> <ul style="list-style-type: none"> • Dr Holger Dix, Konrad Adenauer Stiftung (KAS) • Prof Susan Steinman, The People Bottomline (PBL) • Ms Chimene Chetty, University of Witwatersrand – Wits Business School, Centre for Entrepreneurship <p><i>The Honourable Minister Pravin Gordhan, Minister of Cooperative Governance and Traditional Affairs</i></p> <p><i>Facilitating questions from the audience – Pat Pillai, Lifeco Unlimited</i></p>
10:15	Comfort break and refreshments
10:35	<p>Success is about making a difference</p> <p>Ian Fuhr is a serial entrepreneur and business go-getter whose working career is lined with a number of entrepreneurial start-up businesses. Since he launched the Sorbet chain of beauty salons in 2005, it has grown to over 104 outlets, employs nearly 1 000 staff members and has over 160 000 loyalty members. Ian is also the co-owner of the Lion Park, a popular tourist destination in Johannesburg. He believes that one's success should be measured by the contribution one has made to other people's lives.</p> <p>Ian shares his entrepreneurial journey with social enterprise leaders to encourage them to make a difference.</p>
11:30	Transition

11:40	Track 1 The intermediaries – an unnecessary industry or very necessary for scaling?	Track 2 Social impact investing – is bigger better?	Track 3 Scaling community projects
	The scale, function and role of the intermediaries in scaling up the social economy. <i>Sharmiela Garnie, Jobs Trust (chair)</i> <i>Prof Shahida Cassim, University of Kwazulu-Natal (UKZN)</i> <i>Catherine Wijnberg, Fetola</i>	The role and significance of impact investing in scaling up the social economy. Is bigger better and does the social mission stay intact? <i>Lesley Williams (chair)</i> <i>Robyn Folkard, Harambee</i> <i>Reinoud Willemsen</i> <i>Jayshree Naidoo, Standard Bank</i>	What makes a project an award winning project in the social economy? <i>Dr Rejoice Shumba, University of Johannesburg (chair)</i> <i>Neil Campher, CS Innovations</i> <i>Jak Koseff, City of Johannesburg</i> <i>Adri de Beer</i>
12:40	Lunch break		
13:45	Feedback from the International Social and Solidarity Economy Academy Conference in July		
	The International Labour Organisation (ILO) together with Gordon Institute of Business Science (GIBS), Industrial Development Corporation (IDC) and Economic Development Department (EDD) were intimately involved as organisers and sponsors with bringing the International Social and Solidarity Economy Academy Conference to South Africa in July this year. They will provide this conference with valuable feedback on the important issues discussed at this memorable event. <i>Kerryn Krige, GIBS</i> <i>Jens Dyring Christensen, ILO</i> <i>Brian Zondo, EDD</i> <i>Stuart Bartlett, IDC</i>		
14:45	Comfort break		
15:00	Track 1 Is the “blended learning” model ideal for the social economy?	Track 2 Mobilising communities to scale up social economy projects	Track 3 Branding and messaging when scaling up
	Will the blended learning model bring greater knowledge to the social economy and will it lead to higher rates of upscaling? <i>Prof Jonathan Cook, African Management Initiative</i> <i>Kerryn Krige, GIBS</i>	The ability to engage the community is often at the heart of scaling up projects to have a real and transformative impact. How do we make this happen? <i>Neil Campher, CS Innovations (chair)</i> <i>Raxmax Mashigo, LoveLife</i> <i>Rufaro Mudimu, Enke</i> <i>Gontse Mbelu, SAB Foundation</i>	How do we package our proposals? How do we message social enterprises to show a shared value and return on social investment? <i>Lebo Molefo, Lifesgud</i> <i>Keli Ferneir, OMWC</i> <i>Karabo Sitto, Flow Communication</i> <i>Rutendo Nxumalo, Wits Business School</i>
16:00	Plenary: Summary of the day’s events and announcements		

FRIDAY, 11 SEPTEMBER 2015

08:00	Registration and refreshments		
08:30	Revisiting the Social Economy Declaration of 2013		
	<p>What needs to be added to the declaration? What is the way forward? Where does the issue of social enterprises belong?</p> <p><i>Prof Susan Steinman, The People Bottomline (PBL)</i> <i>Dumisa Jele, Cooperative Governance and Traditional Affairs (CoGTA) (tbc)</i> <i>Brian Zondo, EDD</i> <i>Sharmiela Garnie, Jobs Trust</i> <i>Neil Campher, CS Innovations</i> <i>Sadie Motsenyane, Social Development</i></p>		
09:30	Comfort break		
09:35	Bargaining councils and the social economy		
	<p>Is it time for a bargaining council for the social sector? Participants in this discussion will include union federations and stakeholders within the labour and social economy.</p> <p><i>Prof Susan Steinman, The PBL</i> <i>Sharmiela Garnie, Jobs Trust</i> <i>Neil Campher, CS Innovations</i> <i>Patrick Phelane, The Congress of South African Trade Unions (COSATU)</i> <i>The Federation of Unions of South Africa (FEDUSA)</i> <i>The National Council of Trade Unions (NACTU)</i> <i>Sadie Motsenyane, Social Development</i> <i>Department of Labour</i></p>		
10:35	Refreshments and transition		
11:00	Track 1 New and innovative teaching methodologies and models in business	Track 2 Due diligence and financing – what are investors looking for?	Track 3 Using social media and the web to help you scale
	<p>The Business Model Canvass (BMC) leans on design thinking, but is effectively discarding the business plan to help entrepreneurs focus on how their business should work.</p> <p><i>Prof Shahida Cassim, UKZN</i></p>	<p>What are the criteria and what is being investigated?</p> <p><i>Raj Dhanlall, PwC (chair)</i> <i>Pascal Frolicher, Bridget Fury, Aspen Institute</i> <i>Mthandazo Ngwenya, Tshikululu Management Services Ltd</i></p>	<p>How can one best use the digital and electronic media to help one scale? Is it possible in the social economy?</p> <p><i>Vanessa Perumal, JT Solutions Communications</i> <i>Tokiso Molefe, Magna-carta</i> <i>Sam Mkorosi, Cadiz</i> <i>Jane Balnaves, Wits Business School</i></p>
12:00	Comfort break and transition		
12:10	Plenary: Scaling on a grand scale		
	<p>Harambee Youth Employment Accelerator – scaling for 50 000 placements</p> <p>Today, one out of two young South Africans are unemployed. This means that South Africa has the third highest unemployment rate in the world. Even though jobs are available, thousands of learners who matriculate and graduate each year are not necessarily ready for the workplace. Harambee Youth Employment Accelerators is changing this statistic and making a breath-taking change in the lives of our youth today.</p> <p><i>Lebo Nke – Harambee Youth Employment Accelerator</i></p>		
12:45	Plenary: The benefits of a circular economy and REDISA as a successful case study		
	<p>REDISA, a social enterprise, is disrupting the energy market and environmental sustainability through innovation by scaling over continents. The Chief Executive Officer, Hermann Erdmann, provides insights and inspiration to social enterprises.</p>		
13:45	Closing plenary		
	<p>Summary by the Centre for Entrepreneurship (CfE) Word by The PBL Final word by the sponsors - KAS Vote of thanks</p>		
14:00	Lunch and networking		