



Invitation

to the 1:st European Social Franchising Network Conference

Social franchising – Practise and policy

What

Social franchising has been touted about Europe as a key means of speeding up the growth of the social economy and the employment of disadvantaged people.

But what is the reality?

Today there are over 50 European social franchises employing over 13,000 people, over 60% of them being economically disadvantaged. So may be the promise is becoming reality.

The first annual European Social Franchising Network conference will look at the impact of social franchising across Europe. It will share best practice and look at financing the growth of social franchising. Leading exponents of social franchising will be sharing what they have learnt with policy makers from European Commission, governments and agencies across Europe.

For whom

Who should attend?

Social franchisors – a unique opportunity to network, share experiences and learn from some of Europe's leading social franchises.

Policy makers and funders – find out about the impact of social franchising and how you can

support it to create more jobs and a better society.

Social enterprises and entrepreneurs – find out if your social enterprise can be franchised or learn about social franchise opportunities

By who

Organisers

The conference is a part of the work programme of the Better Future for Social Economy learning network www.socialeconomy.pl. The network is coordinated by ESF Managing Authorities and is funded by DG Employment. The Network will develop recommendations for the future of the

ESF. Social franchising is one of the networks five key subjects.

The conference is organised by European Social Franchising network ESFN www.socialfranchising.coop, a European Economic Interest Group set up by and for social franchisors.

Where & when

Please book online before 14 september

At: www.dinkurs.se/appliance/?event_id=8876
Last date for registration is 14 September.

Venue

Coin Street neighbourhood centre
108 Stamford Street
South Bank
London SE1 9NH
Coin Street is an exciting social enterprise helping to build a thriving community on the South Bank of the Thames in the heart of London.

Date

Tuesday, October 18, 2011

For further information

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Booking

The conference is free but place are limited and priority will be given to social franchises and partners of BFSE. Accommodation on the night before the conference will be provided free to social franchises who join ESFN (www.socialfranchising.coop) and BFSE partners. The number of rooms is limited and will be allocated on a first come first served basis (one room per social franchise). If you need extra nights – contact us for contact information to the hotel.
Please note that anyone who books and does not turn up without notice before **1 October** will be charged an administration fee (€ 50). Cost of hotel rooms, unutilized and not canceled prior to **September 15** will be billed (€ 94). We are also encouraging social franchise to bring display information to promote your social franchise (a limited number of exhibition spaces are available).

Programme

09.00–09.30	Social franchise Exhibition, Registration & Coffee
09.30–09.40	Welcome, introduction & purpose of the event – Sven Bartilsson, Coompanion
10.00–10.20	Social Franchising In Europe; Key Research Findings Keith Richardson, ESFN
10.20–11.00	Sharing Best Practice; CAP Markt, Germany Le Mat; Italy & Sweden School for Social Entrepreneurs, UK Barka, Poland
11.00–11.20	Key-Note Speech "Social franchising and the Big Society," Rt Hon Nick Hurd, Minister for Civil Society
11.20–11.40	Social Franchising – How can it support the development of social enterprise and cooperatives in the age of Google? Robin Murray, Fellow of the Young Foundation and Co-Founder of Twin, a £90 million turnover fair-trade social enterprise.
11.40–11.55	Break
11.55–12.55	Workshop Morning Session: ¹⁾ Social franchising – what is it and is my social enterprise/ cooperative franchiseable? ²⁾ Financing Social Franchising – loans and equity ³⁾ ESF – what has happened so far and how can the new ESF programme support social franchising? ⁴⁾ Sharing best practise on choosing a good social franchise – what makes a good social franchise? ⁵⁾ Sharing best practise on maintaining quality within a social franchise.
13.00–14.00	Lunch, Exhibition, & Networking
14.00–15.00	Repeat of morning workshops
15.00–15.10	Break
15.15–16.20	A better future for social franchising – supporting its development. A Round Table discussion with contributions from DG Internal Market & services, DG Employment, International Cooperative Alliance, Elisabet Svantesson, Swedish MP and President of Tema Entrepreneurship and Business Peter Tyson, Director of the Roddick Foundation and former franchise manager for the Body Shop and Social franchisors (to be confirmed)
16.20–16.30	The formal launch of ESFN, its future development and next steps.