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European Regional Development Fund



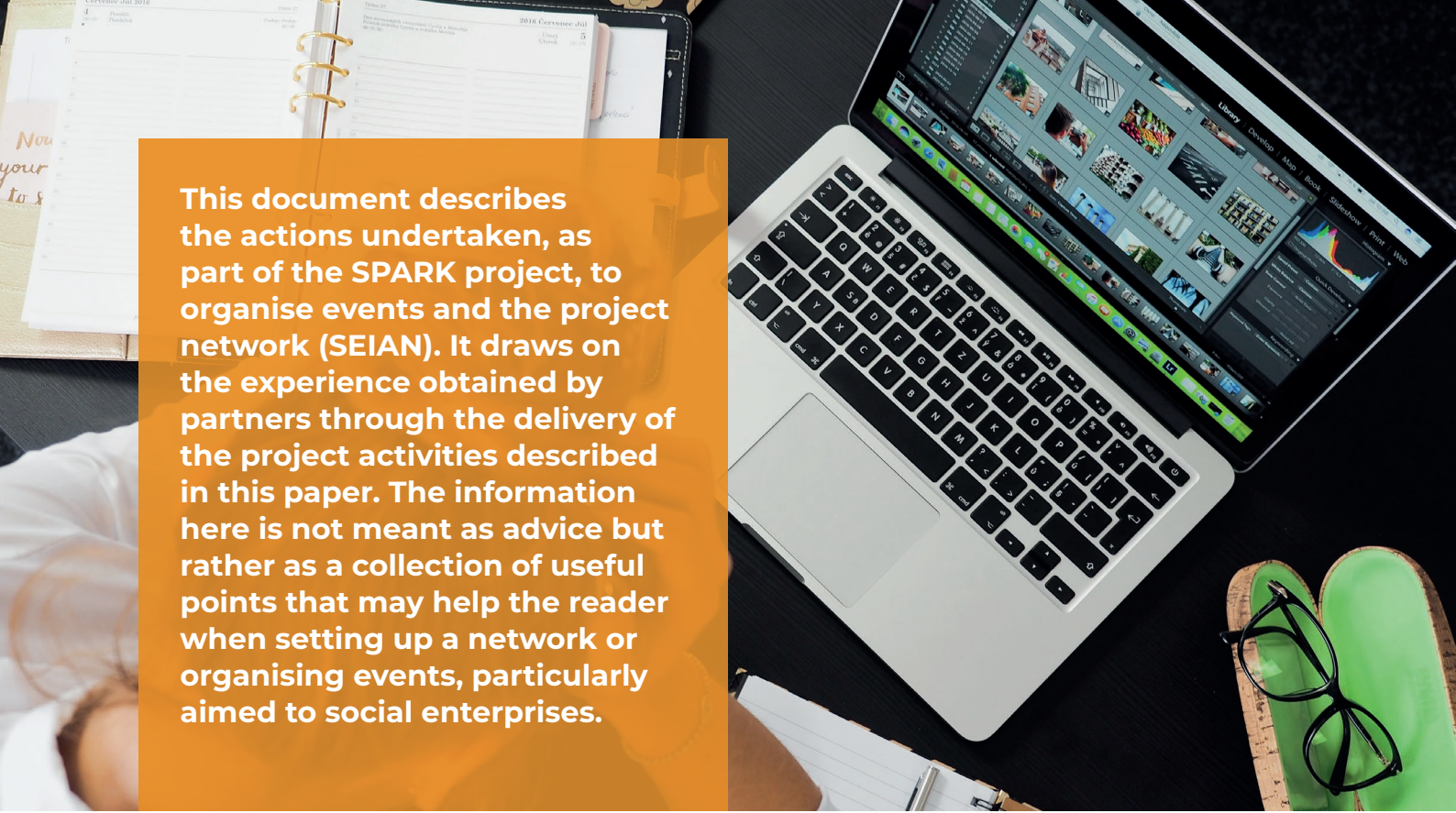
GUIDE FOR SETTING UP SOCIAL ENTERPRISE INNOVATION ACCELERATOR EVENTS AND NETWORKS



University of Brighton



seinwezen



This document describes the actions undertaken, as part of the SPARK project, to organise events and the project network (SEIAN). It draws on the experience obtained by partners through the delivery of the project activities described in this paper. The information here is not meant as advice but rather as a collection of useful points that may help the reader when setting up a network or organising events, particularly aimed to social enterprises.

BACKGROUND

Social entrepreneurs have one thing in common: they put impact first. Just like other entrepreneurs, they also aim to make profit, but as a means more than an end. They wish to invest their profit in creating more impact rather than generating personal wealth.

Social entrepreneurs encounter the same challenges as other entrepreneurs when growing their business. There are however a few differences:

Social... but often lonely

Social entrepreneurs want to tackle social and environmental challenges. This, in itself generates good will, from all stakeholders involved, including the public at large. As a result, many social enterprises have up to hundreds or in some cases even thousands of supporters or followers. Those that are most engaged to the product and the story behind it, may become customers or even volunteers. But the “fan base” can be very demanding, with high expectations on social, environmental and economic impact. This requires a lot from

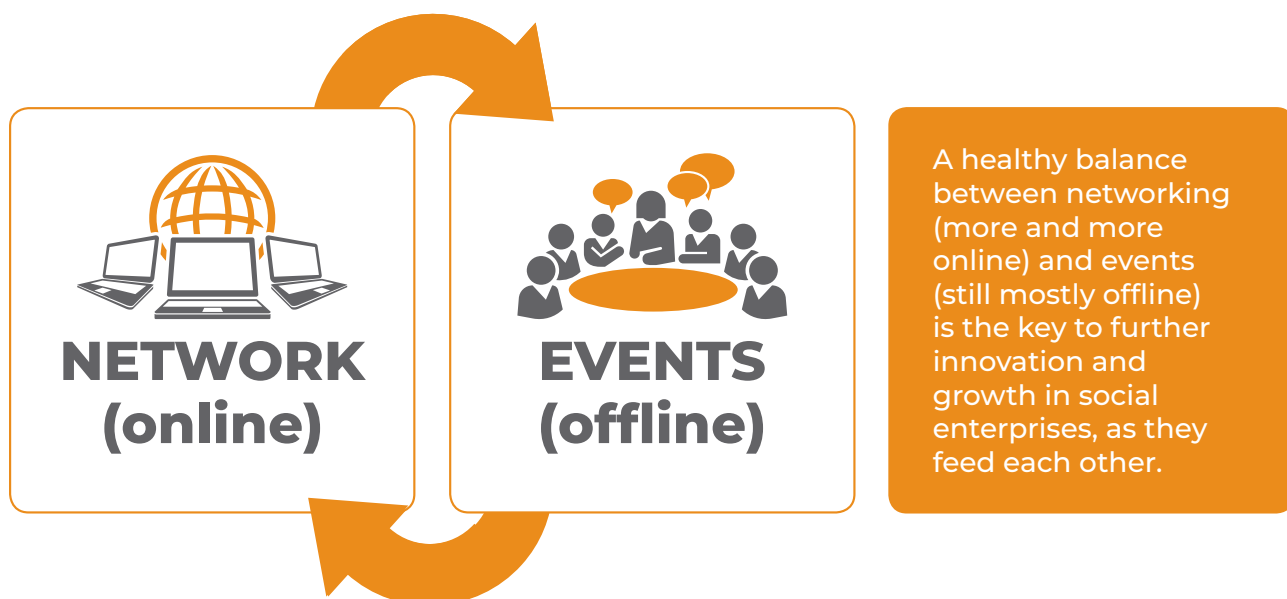
the people running the enterprise, both on an operational and on a strategic level, resulting in increased pressure for the management of the social enterprise. In small enterprises and start-ups, the manager can get isolated, with little time to interact and learn from others.

Precious little time

Running a social enterprise means meeting a lot of targets. The KPIs for a social enterprise can easily be double those of other enterprises, because there are ‘extra’ social and environmental targets. Reaching those targets requires a lot of time and effort, leaving little room for extras. Going out of the building to network becomes a rare thing for managers of social enterprises, especially in the startup or early growth phase.

Lack of funds

“Time is money” is a motto that applies to social entrepreneurs as well. Networking takes up time, because good online networks are rare and hard to find, and in addition, face to face events are limited and often involve travelling. The cost of time, travel and entrance fees can be a barrier to access networking opportunities for a social enterprise, especially in the start-up or early growth phase.



Keeping it (too) local

Social entrepreneurs start their business because they are inspired by a challenge, often a local one. When trying to make a difference, they tend to keep things local, where they know what the needs are, their impact is visible and they have more control because of their local knowledge. As a result, a lot of similar social enterprises are spread throughout Europe, tackling similar challenges in isolation. They have a lot to learn from one another but rarely get the opportunity, in many cases, unaware of each other's existence.

Innovation in circles

Isolation, too local a view and lack of time and funds holds back networking for social enterprises, which, in turn, hinders innovation and growth. Social enterprises have a tendency to keep their cards close to their chest, because at a local level, they feel that they are the expert in their specific innovative domain. Management tends to regard innovation as an internal process, as it does with most of the processes involved in running the organisation. This may limit opportunities for learning and engaging more widely.

Through our experience with the SPARK project, we have identified that there is a definite need for more networking and events, to enable access to external expertise and knowledge in order to boost innovation and growth in social enterprises. Therefore, this guide is aimed to first, raise the profile of the issue and second, to offer a structured way to set up networks and events that enable social enterprises to interact outside their organisations more.

This document is for anyone wishing to create networks or hold events but it is especially created for policy makers and other stakeholders that can enable these activities happening. We firmly believe more needs to be done because, as it has been demonstrated, social enterprises make a big difference towards a positive society. They generate significant impact, not just social and environmental but economic too, as they often have very local supply chains and are able to offer local employment to hard to reach groups, which brings a lot of added value to the economy, the public sector purse and the community.



SETTING UP AND GROWING A NETWORK

Human interaction is slowly shifting from the “real” world to the virtual world, with more and better online tools and platforms facilitating this. It is an evolution that is taking place in the private sphere as well as the professional sphere. Social entrepreneurs are no different from other entrepreneurs in embracing the advantages that this brings.

A quick online search followed by a polite e-mail is not unusual these days in order to make first contact with a potential stakeholder. It helps if you have a large network available to help you find the right person, but this is not always required. Online networking gives you the possibility to browse the profiles of interest to you, do further research and take your time to decide who to contact. Offline networking doesn't give you that safety and control, because events require direct face-to-face interaction, which can be a bit of an overwhelming experience.

A range of online networking platforms, such as LinkedIn and Facebook, offer the advantages of being open access, easy to use and free of charge. However, few of them are professional and aimed at professionals. There are several online platforms designed for professional use, but they often have too many features, are too expensive or are not user friendly enough.



Before starting an online community, it is very advisable to take some things into consideration:

- **Envision a clear goal**
(e.g. to double the number of social enterprises in our region)
- **Come up with an approach**
(e.g. identify suitable organisations in a geographical area/ sector or use current contacts and build from that, email them or invite them to a launch event and set up clear objectives for the network)
- **Define your target group**
(e.g. all social enterprise stakeholders from our region)
- **Set ambitious targets but don't let numbers be your only motivation; make sure the network is fit for purpose.**
(e.g. number of members = 500)
- **Create an action plan to...**
 - **Choose a platform to set up the group**
(e.g. LinkedIn Groups which is well known, user friendly and free of charge but something more bespoke may be more appropriate depending on circumstances)
 - **Attract members**
(e.g. invite your network personally by e-mail, convince partners to communicate, put a clear invitation in your e-mail signature,...)
 - **Stimulate interaction**
(e.g. post relevant articles, pose questions, create polls,...)
 - **Engage members**
(e.g. send monthly mails with links to recent interesting content)
 - **Make the network self-sufficient**
(e.g. invite involved members to become managers of the group, the more involvement by members, the more of a chance of sustainability the network will have)



HELPFUL TIPS



TIP 1

Set up a demo of your online group first. Create some content, get your close partners or social enterprises to engage and tweak the content if necessary. When it is thoroughly tested, you can think about a soft launch to your current direct contacts. Your close connections are likely to engage more, bringing life into the group. This will encourage new members to interact as well. The official launch is then the final step in the process of setting up the network. But this is when the hard work begins, as you need to keep the content and interaction relevant to promote active participation from current members and to attract new ones.

TIP 2

Think carefully about the type of forum or platform that would suit the group best. Easiest option is not always the best in the long run. Invest if you need to on this. It will pay off. Ask yourself why are you setting the network up and how do you want it to benefit its members. Although there is nothing wrong with being ambitious in numbers, sometimes smaller networks are more effective.

TIP 3

Create terms of reference for the group, not only it will help filtering members but it will contribute to creating a sense of community within the network by promoting common goals and the vision of what the network is for.



SETTING UP EVENTS THAT FUEL THE NETWORK

In order to create deep connections, face-to-face interaction is a must. Once there is a clear group identity (e.g. Social entrepreneurs from Timbuktu or social entrepreneurs in the social care sector) and a relevant group size (e.g. five or above), you can start thinking about organising an event. The type of event will vary accordingly to the size of the group.

There are several options to approach a networking event, but there are a few basic guidelines that always apply:

- **Choose an event type that matches your goals**

(e.g. a one-off social will do if you want people to get to know each other, but it might not suffice to build partnerships or stimulate innovation)

- **Time is money, especially for (social) entrepreneurs**

(e.g. a breakfast, lunch or evening meeting fits around a working day)

- **Food brings people together**

(e.g. offer some light snacks and drinks by a local social enterprise)

- **Choose a good venue that will help meet the objectives**

(e.g. ensure there is room for breakout groups if needed; ensure acoustics are good; the venue must also be

accessible and easy to reach with good transport links and/or parking facilities)

- **People are key, so involve them**

(e.g. start off with an ice breaker where people introduce themselves or each other)

- **Stick to your budget, but be creative**

(e.g. strike up partnerships where you trade content/accommodation/catering for entrance fee/visibility/involvement)

- **Capture the moment, because it is valuable**

(e.g. invest in a photographer/visual harvester/ and take time to communicate during and after the event to all relevant stakeholders, if only to report on impact)

- **Share information after the event**

(e.g. send a mini report of the outcome of discussions or next steps agreed; not only this information will be valuable for the attendees, as an aide memoire of discussions at the event but it is also an opportunity to follow up with them and continue the momentum created by the event itself.)

In addition to the general points above, there are also more specific ones to be taken into account. We have identified these by delivering the SPARK Innovation Accelerator Programme, through which we have held three Innovation Networking events and three Safaris.





The information below includes the experiences of these events in Belgium, Netherlands and UK:

Social enterprise innovation accelerator network events

The Social Enterprise Innovation Network events were part of the safaris, which were a week long learning and exchange opportunities aimed to bring Belgian, British and Dutch social enterprises together to stimulate innovation and growth. In the context of the SPARK project, the difference between a network event and the rest of the safari week, lies in the fact that the former is open to anyone. The network event can be several hours up to an entire day; it takes place mostly in a conference format and focuses on bringing people together and enabling them to share knowledge and experiences as a means to learning. The programme included inspirational content, but the main focus of the key note speech(es), case presentations, clinics and workshops is connecting people that can help each other to move forward in the developing of an organisation or an idea or to solve a problem.

Communication is key, because you want to attract participants that can help each other out. You will be targeting social entrepreneurs of course, but you want experts, researchers, policy makers and other influential

stakeholders there as well. That way, you can go further than peer learning, creating more complete connection opportunities that can really stimulate innovation.

The programme of a network event can take different forms, depending on your specific goals and the time and budget available. For a whole-day event, the programme could be structured as follows:

- 09:00** Registration (with food, drinks and methods to connect people)
- 09:30** Opening remarks (short and sweet but useful)
- 09:45** Workshops and clinics (interactive!)
- 12:30** Lunch buffet (long and informal)
- 14:00** Workshops and clinics (again, as interactive as possible!)
- 15:30** Coffee break (long enough for deep connections)
- 16:00** Key note speech (visionary, to stimulate conversation afterwards)
- 17:00** Networking (with food, drinks and methods to connect people)

For an example programme from our SPARK Innovation event in October 2017, please see Annex 1. For further information on the safaris please contact pieter@depunt.be or visit the SPARK website - www.sparksocialenterprise.eu



Safari week

The safaris are one of the most successful activities run as part of the SPARK Innovation Accelerator Programme, as anecdotal evidence from the social enterprise participants strongly suggests. The main value pointed out is the space and opportunity to think outside of the office and the immediate day to day obligations, allowing increased opportunity for them to think, reflect and plan. Organising these events is not to be taken lightly but they have been very worthwhile for the social enterprises involved.

The SPARK safaris took place involving an international audience in Belgium, Netherlands and the UK. The international travelling really called for all activities to be delivered in a week but events taking place locally could be done in a format that spreads one or two day activities over a longer period of time.

Organising the events

- The SPARK safaris lasted a week, but given travelling time, activities had to be delivered within a four day period. The fact that it was all week seem to help social enterprises submerge themselves into the different activities and make the most of the opportunity.
- Variety in activities is key because there will be different types of social enterprises attending from different sectors and at different stages of development, so it is important to ensure that there is something for everyone.
- It is crucial to study and understand who is attending and what their expectations are. Asking beforehand and matching this information with the content of the safari as much as possible is key for success.
- Manage expectations, there may be sessions less appealing or activities that do not feel useful to a portion of the attendees; ensure people understand this may be the case and provide a way for them to share these thoughts, as this will curtail any frustration on their part.
- Engage external stakeholders and experts well in advance, as the benefits from attending some of the sessions, may not be immediately apparent to them and bringing them on board may take some time. Having a document like an action plan where they can get directly involved it is very helpful to promote their engagement and to maximise the chances of them attending the safari.
- Provide a solid background and rationale to the different activities in the programme to maximise their value and if you are running a several days safari, provide themes for the different days, if possible. Good information supporting the different activities enriches the experience.
- Don't design very long days, particularly if the safari is to last several days. Give people free time in the afternoon or a long lunch break. This maybe valuable time to reflect or to meet someone outside the programme, which may be significant for the social enterprises' experience, particularly if they are not local.
- Ensure all those involved delivering activities know about the social enterprises attending and about the whole programme, so connections can be made as much as possible.
- Send the programme in advance to those attending. Ask people to read it. It is very helpful that they have that prior understanding of how they week will work before they arrive.
- Give hard copies of the programme on the first day to everybody and ensure they are in a durable format, easy to use and to take with them. They will be using this document all week for their reference. Avoid loose pages and provide the document with covers.
- If you have a group of 10 people or more, you should think of dividing them into smaller groups for the visits and the peer to peer sessions. For visits, 10 people per group should be the maximum; for peer to peer groups numbers should be between 5 and 8.

The content of the SPARK safaris

Please see Annex 2 for the full UK programme.

Day 1: Getting to know you

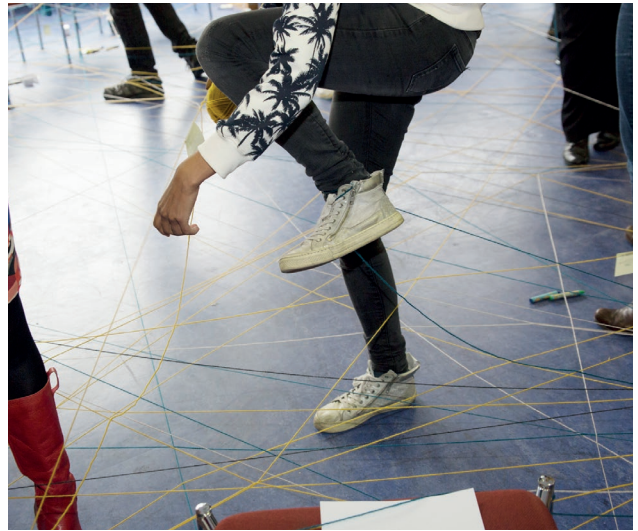
- Starting with lunch and networking for the SPARK project partners, local stakeholders, local social enterprises and the selected social enterprises from the other two country partners. This gives time to the people travelling to settle and it is a great opportunity for everybody to meet informally.
- Open the event formally and give an overview of the day, refer them to their programmes.
- Keynote speech by someone local of certain standing. In the UK we had the Leader of West Sussex County Council. If you don't get to write their speech, ensure you give pointers as to the content and tone. It has to be engaging and it has to reflect the reason for people being there.

Day 2: Taking Action

- This day combined visits and peer to peer groups-Action Learning Sets. This worked well as they are very different activities but they complement each other as it mixes "being talked to" at the visits with "talking to" at the peer to peer session. Plus it entails activities outside and inside the venue, which also provides a change of scenery to stimulate the thinking process.
- People were set up in different groups to maximise the international mix of delegates and their complementarity in terms of sectors.
- The visits were carefully selected to maximise visual as well as intellectual impact. The sectors were also very different such as a picture framing business, an indoor skate park and two local food business to name some.

Day 3: Introduction to Innovation

- The Innovation Model session looked at the innovation tool we were developing to get feedback from the social enterprises and also tested the levels or innovation skills in their organisations to help them identify gaps. This important exercise was led by the University of Brighton.



- Visit to a flagship social enterprise. The whole group attended as it was a country centre with very large premises. The visit was preceded by a presentation by the host on their achievements and methods for successful practices. A useful diagnostic tool was shared with the visitors.
- Visit to an Innovation Centre. It is useful sometimes not to limit the visits to other social enterprises and putting them in touch with other sources of expertise and support.

Day 4: The Full Monty

- This day was the day for the Social Enterprise Innovation Accelerator Network Event, whose methodology has been covered above.

Day 5: Connect and Reflect

- This was half a day in which some further visits took place to a wood recycling centre, a community pub and a centre for social enterprises. An option was given to the social enterprises to attend these visits or to pursue alternative arrangements and meet with organisations outside the programme.
- There was a wrap up before lunch for reflection and to make connections.
- The safari concluded after lunch.

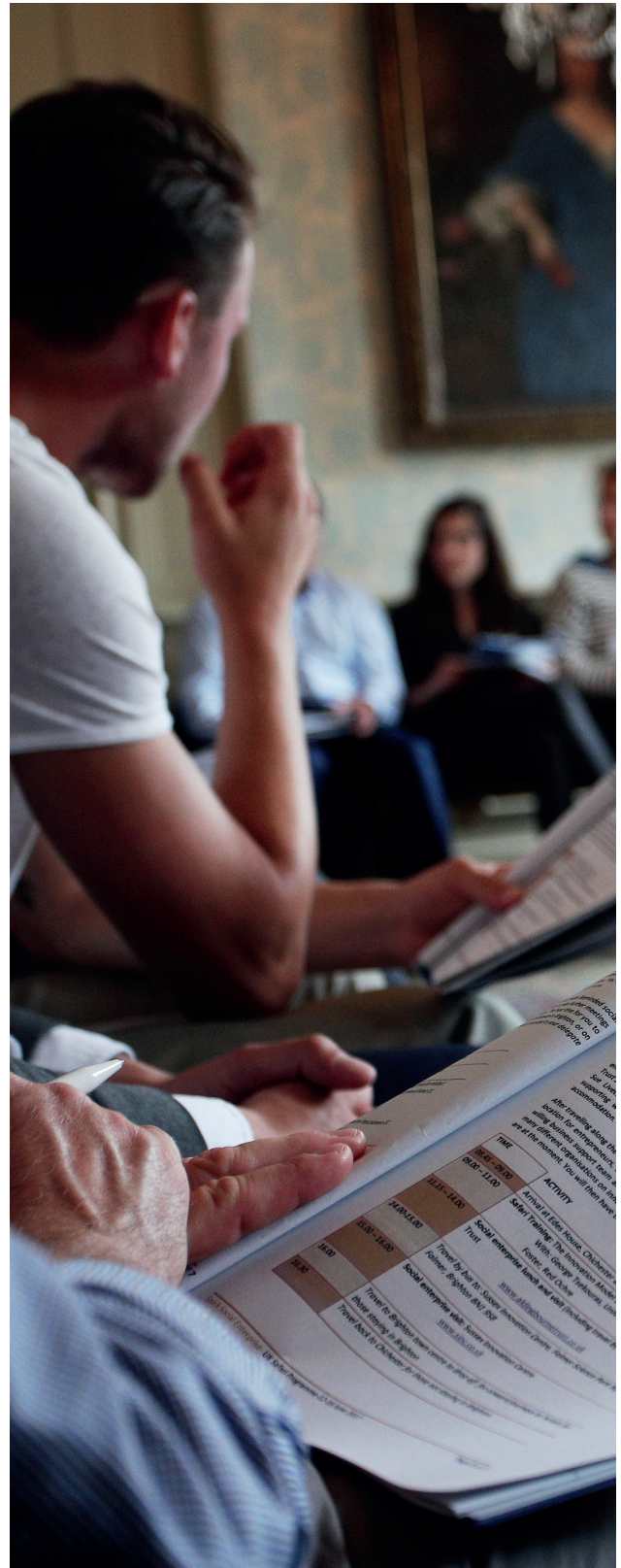




The logistics involved

- Undertake a Health and Safety assessment and a Risk Assessment. Find out if people need to sign waivers in case of accidents during the visits on in transit. And ensure visits and activities are accessible by all those attending; this may mean offering alternative arrangements.
- Ensure the caterers know where and when exactly to deliver the food and drink required.
- Several people looking after the group(s) will be required, so ensure you have support during the week. A single person cannot be everywhere. Do not send people to visits without a group leader.
- Provide comfortable and easy transport; do not depend too much on public transport unless there are lots of time. Hired minibuses and buses are really save options to transport people from and to location so they can be on time. Offer a mix of means of transport; don't assume everybody is comfortable walking long distances or using a bike.
- Provide good food, people will be working hard and they will need sustenance. Don't be miserly with tea, coffee and snacks.
- Practice what you preach and give social enterprises as much of the business generated by organising the event as possible within rules and regulations.
- Ensure venues are comfortable and accessible.
- When calculating travelling time, always add 30% to the usual time to ensure people reach their destinations in time and without any rush. Having said this, minimise the time people spend travelling and if you can't, ensure people are talking to each other and making the most of their time.
- Plan efficient travelling routes, for example, can you stop in the way to another destination to have one of the visits.
- Make sure you have the right insurance for all the activities you will be running and for the venues.
- If people are travelling long distances, it is useful if there is a group leader that ensures everybody makes it to the destination. Make sure you have their mobile number.
- Offer your mobile number in case there are any issues.
- If possible enable people to book accommodation near the venue(s).

For further information on the safaris please contact ana.fajardo@westsussex.gov.uk or visit the SPARK website - www.sparksocialenterprise.eu



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ANNEX 1
INNOVATION DAY
PROGRAMME
OCTOBER 2017

Programme

09:00 REGISTRATION

09:15 OPENING REMARKS

Evi Swinnen welcomes us to NEST, the old city library which is temporarily occupied by innovative citizens

09:30 YOUR CHOICE AM

- A business model with impact + tour NEST
- Include impact in your innovation + tour NEST
- Innovate with energy (on secret location)

12:30 LUNCH BUFFET

14:00 YOUR CHOICE PM

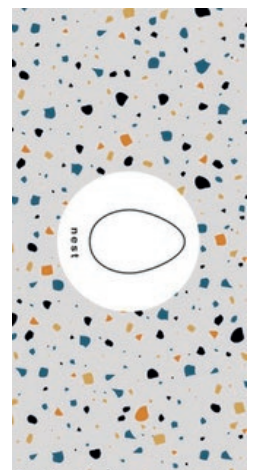
- Human Centered Design in social innovation
- SPARK Innovation Model

15:30 COFFEE BREAK

16:00 KEY NOTE

Benjamin Gérard shares the story behind Rising You(th), an innovative model to educate and activate young refugees through climbing

17:00 CLOSING



ANNEX 2
SAFARI PROGRAMME
JUNE 2017

SPARK PROJECT

Social Enterprise Safari

12th-16th June 2017

West Sussex and Brighton, UK

PROGRAMME



Getting ready

Delegates: Delegates from Belgium, the Netherlands and the UK: stakeholders, social enterprises and Spark project partners.

Tour Date: Monday 12th June to Friday 16th June.

Location: 12th to 14th June, West Sussex.
15th to 16th June, Brighton.

Transport: Once in West Sussex, for any journeys during the day, you will travel by a social enterprise bus. We will let you know when we have to leave and the timings so you can focus on the visits, enjoying and learning.

What we are doing:

The Spark Social Enterprise Safari has been designed to help you improve and grow your organisation. It is made up of three elements that aim to inspire, connect and inform your work:

- 1) **Peer discussion**, where you will get to learn and work on specific aspects of your organisation with facilitators and your peers from Belgium, Holland and the UK.
- 2) **Project visits** to established social enterprises in West Sussex and Brighton, where you will hear from and speak to the founders and management about their work and yours.
- 3) **Opportunities** to build useful relationships and networks throughout the week, including at the Spark Social Enterprise Innovation Conference on Thursday.

Central to the success of the Safari will be the perspective, questions and ideas from all of you, during the peer discussions, the visits and the networking opportunities. In this sense, the Safari offers the opportunity for an exchange of ideas with organisations that you might not be able to access and engage with otherwise. Our experience is that sometimes the most useful things from a social enterprise visit or networking opportunity are in the sectors or areas that you did not expect.

By the end of the Safari we aim for you to have learnt something useful, made helpful connections and contacts and enjoyed your time in West Sussex and Brighton!

Support throughout:

Throughout the Social Enterprise Safari you will be accompanied by, Robert Foster and Martin Cooper of Red Ochre and Spark project partner team members. They will ensure you get to visits on time, will introduce the speakers, facilitate discussion and be on hand to assist. They all have years of experience in the social enterprise world and will be happy to connect you to others or provide support if there is something you need during the week.

Programme for the Week

Monday 12th June // Day One: Getting to know you

Venue for the day: Edes House, West Sussex County Council. West Street, Chichester, PO19 1RQ

As part of your delegate pack we have included a list of all social enterprise delegates taking part in the Safari, with brief summaries of their activity and contact details.

After arrival and lunch, day one is all about getting to know each other and looking ahead to the rest of the week. This day will also help wider stakeholders to understand how they can support social enterprises more effectively to remove barriers to their growth. For the first day only, you will be joined by representatives from UK organisations including Big Issue Invest, Social Enterprise UK and Europe Enterprise Network. We will consider some of the specific challenges and barriers to high impact sustainability in your work at the moment, and with the help of other delegates and some of the leading organisations and voices from the UK social enterprise movement we'll look at how you might tackle them. The discussion will inform the currently draft Strategy and Action Plan that the Spark project partners have been working on.

TIME	ACTIVITY
12.00 – 12.15	Arrival at Edes House in Chichester
12.15 – 13.15	Lunch at Edes House in Chichester
13.15 – 13.20	Overview of the afternoon ahead by Ana Fajardo, Spark Project Manager, West Sussex County Council
13.20 – 13.35	Welcome speech by Louise Goldsmith, Leader of West Sussex County Council
13.35 – 15.30	Session 1: UK stakeholders session: presentation on the Spark project by Andre Brasser, Seinwezen; Emma Turner, The Platform; Ana Fajardo, WSCC Followed by workshops for discussion on strategy and action plan Session 2: Social enterprise session: workshop and exercises looking at current issues facing your work
15.30 – 15.45	Tea and Coffee break
15.45 – 16.45	Session 3: All UK stakeholders and social enterprise participants come together to exchange knowledge
16.45 – 17.00	Feedback and next steps
17.00 – 18.15	A complimentary drink and canapes for those that wish to network further
18.15	End of event

Tuesday 13th June // Day Two: Taking Action

After the session on Monday to help identifying issues to tackle, day two is all about action. We will split you into two groups. Each group will take part in a peer-to-peer discussion session, whilst the other group is on visits to local social enterprises, and vice versa. *The social enterprise list in your delegate packs shows which group you are in morning and afternoon.*

We will use Action Learning Sets to help you discuss the issues that matter to you. In small groups, you will have the chance to reflect on where you and your organisation are in terms of development, discuss with your peers what the barriers for improving are, thus learning from each other. You will also get clarity on how to apply that learning to your organisation and work when you return home.

On the visits to social enterprises, you will have the chance to listen and interact with likeminded social enterprises to learn from their experience and share yours. You are welcome to plan further meetings with these organisations if you find specific issues that need further discussion. The best time for you to meet will be on Thursday 16 June, if you are both attending the Innovation Conference in Brighton, or on Friday 17 June in the morning. *A profile of each social enterprise hosting a visit is included in your delegate pack.*

TIME	ACTIVITY
08.45 – 9.00	Arrival at Edes House in Chichester, tea and coffee
09.00 – 12.00	Group One: Safari Training - Action Learning Sets With Red Ochre
09:00 – 12:30	Group Two: Social enterprise visits (including travel by minibus): Group Two A: -The Base Skate Park CIC and Frame of Mind CIC www.skatethebase.com www.frameofmind.uk.com Group Two B: Social enterprise visits-We are Food pioneers CIC www.foodpioneers.org.uk
12.30 – 13.30	Lunch at Edes House in Chichester
13.30 – 16.30	Group Two: Safari training: Action Learning Sets With Red Ochre
13.30 – 16.30	Group One: Social enterprise visits: Group One A: -The Base Skate Park CIC and Frame of Mind CIC www.skatethebase.com www.frameofmind.uk.com Group One B: Social enterprise visits-We are Food pioneers CIC www.foodpioneers.org.uk
16.30	End of day

Wednesday 14th June // Day Three: Introduction to Innovation

Day three is a chance to start working with innovation and find ways to do things differently in order to do them better. We will begin the day in Chichester before travelling together to social enterprise visits and end the day in Brighton.

In the morning session, you will be introduced to the Innovation Model that has been developed as part of the Spark project. This is a road map to innovation to assist users embrace innovation in a more structured manner to help their organisations grow. The latest draft of this document is in your delegate pack.

We will then travel together to the Aldingbourne Trust. We will have lunch in their cafe and visit the centre to see the innovative way they work with others to help people with disabilities to reach their potential and enjoy life. The Trusts' businesses range from plants to furniture restoration and their visitor attraction The Aldingbourne Country Centre. From cafés to car washing, the Aldingbourne Trust enterprises create opportunities for learning new skills and gaining experience, as well as increasing the Trust's sustainability by providing top quality products and services. We will hear from Chief Executive, Sue Livett who has also previously developed three innovative schemes in the sector, including supporting women with forensic psychiatric support needs, a parent-led nursery and ex-offender accommodation.

After travelling along the coast to Brighton we will visit The Sussex Innovation Centre. This is a stimulating location for entrepreneurs, start-ups and innovative, growing companies. They offer strategic advice, a willing business support team and - for those who need it – flexible office space. The Centre works with many different organisations on innovation and we will find out from them what their most useful lessons are at the moment. You will then have the evening to enjoy Brighton and take in some of the sea air.

TIME	ACTIVITY
08.45 – 09.00	Arrival at Edes House, Chichester and coffee
09.00 – 11.00	Safari Training: The Innovation Model session With: George Tsekouras, University of Brighton and Robert Foster, Red Ochre
11.15 – 14.00	Social enterprise lunch and visit (including travel by bus): Aldingbourne Trust www.aldingbournetrust.co.uk
14.00-15.00	<i>Travel by bus to: Sussex Innovation Centre, Falmer Science Park Square, Falmer, Brighton BN1 9SB</i>
15.00 – 16.00	Social enterprise visit: Sussex Innovation Centre www.sinc.co.uk
16.00	<i>Travel to Brighton town centre to drop off for onward journeys to hotels for those staying in Brighton</i>
16.30	<i>Travel back to Chichester for those not staying in Brighton</i>

Thursday 15th June // Day Four: Innovation - The Full Monty

So far during this week, we have provided you with opportunities to identify and discuss the issues that matter to you, visit social enterprises that showcase different types of innovation and we have introduced you to the Innovation Model.

The Spark Conference will provide you with an opportunity to get immersed in a wide range of activities focused on innovation, which include innovation clinics, consider the collaboration potential with research, and explore crowdsourcing and a range of specialist workshops and interactive activities.

Stakeholders attending will include social enterprises, universities, research and development leads, support organisations, funding bodies, public sector policy makers and procurement professionals. You will get to explore the conference, have the chance to receive 1-2-1 advice with innovation specialists, meet other social entrepreneurs from the UK and beyond, learn from experience, take part in interactive activity, build your network and be inspired by what is going on in the world of innovation.

TIME	ACTIVITY
09.15 – 16.30	Spark Social Enterprise Innovation Conference (a programme will be emailed by The Platform) Venue: University of Brighton, Sallis Benney Theatre, 58-67 Grand Parade, Brighton, BN2 0JY
19.30	International showcase and social event: a selection of social enterprises from Belgium and the Netherlands will share their experiences, vision and plans. Drinks and nibbles available Venue: Wagner Hall, Regency Rd, Brighton BN1 2RT

Friday 16th June // Day Five: Connect and Reflect

On our final day, you will have the chance to either visit social enterprises in Brighton, or take some time to meet any contacts you made at the Spark Conference or at some other point during the week.

The morning visiting social enterprises promises to be a really exciting opportunity to interact with flagship organisations in Brighton. We will hear how the Wood Store started from an idea to a national network of outlets, how a community group are brewing botanical drinks to promote sustainability and how the pub has really become the hub.

We will finalise the day at The Wagner Hall with a recap session, where we will revisit the best moments of the week, and a final networking lunch.

Afterwards there may be a bit of time to walk to the seaside and perhaps have a quick look at Brighton pier, whilst having an ice-cream.

TIME	ACTIVITY
08.30-12.45	Option 1: Social enterprise visit (including bus travel from The Platform: 9 Russell Place Brighton BN1 2RG) The Wood Store and The Old Tree and The FIELD www.woodrecycling.org.uk www.oldtree.house www.fieldbtn.com The Bevy Pub www.thebevy.co.uk
09:00 – 12.30	Option 2: Safari Connect - free time to arrange meetings with contacts you've made during this week
13.00 – 13.30	Safari Review and wrap up: Wagner Hall at The Platform www.theplatform.org.uk
13.30 – 14.30	Lunch and final networking opportunities: Wagner Hall at The Platform
14.30	End of Safari

Please note that we reserve the right to change the programme, if necessary.

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