



THIRD CANADIAN CONFERENCE ON SOCIAL ENTERPRISE
LIVING OUR VALUES: SOCIAL ENTERPRISE IN ACTION

Join hundreds of existing and prospective social enterprise operators from every region in Canada at the Third Canadian Conference on Social Enterprise in Toronto. November 18 - 20, 2009

WHY YOU'LL WANT TO BE THERE...

Social enterprise is a proven model for creating employment, bringing needed goods and services to communities, promoting innovation in the marketplace, enhancing the delivery of social, environment, arts and cultural services, and strengthening the sustainability of non-profits - all of which can promote economic growth and revitalize local economies. Social enterprise is a real solution in the current economic climate, where communities across the country have been decimated by the collapse of the manufacturing sector, the financial crisis and rising rates of unemployment.

WHO THIS CONFERENCE IS FOR...

The training sessions held on November 18th and 19th are for the staff, board members, volunteers and funders of social enterprises. The policy sessions on November 19th and 20th, are more broadly for social enterprise practitioners, funders, government, academics and others interested in shaping policy that will help stimulate the social enterprise sector in Canada. Space in the training sessions and the policy forum is limited so we recommend early registration to avoid missing out on this great opportunity.

THE THIRD CANADIAN CONFERENCE ON SOCIAL ENTERPRISE IS ORGANIZED BY:



MEMBERS OF THE SECC ARE:



CONFERENCE SPONSORS:



WITH SUPPORT FROM:



SECRETARIAT SERVICES PROVIDED BY:



IN ITS CAPACITY AS THE ADMINISTRATIVE PARTNER OF:



STRUCTURE OF THE CONFERENCE

In the spirit of social innovation, this Conference is structured around two separate but related activities. The first day is entirely devoted to concurrent all-day training sessions, each one targeting different stages of social enterprise development, and focused on building business skills. Check the descriptions of each of the training sessions to see if it is offered in French only, English only or both languages. The second and third days are designed as a national policy forum, but with concurrent all-day training sessions, and site visits, for those of you who want more structured learning.

CONFERENCE LOCATIONS

The training sessions will be held in different locations in or near downtown Toronto that showcase the variety and scope of social enterprise activity in this city. The policy forum will be held at MaRS Discovery District, and the site visits will take you on a tour of Toronto's most successful social enterprises.

**REGISTER ONLINE AT:
WWW.SECOUNCIL.CA**

REGISTRATION

REGISTRATION FEES	Full Conference Wednesday Nov. 18 - Friday Nov. 20, 2009	Day 1 Only Wednesday, Nov. 18, 2009	Day 2 & 3 Only Thursday, Nov. 19 - Friday Nov. 20, 2009
Early Bird Rate Before October 16	\$350	\$150	\$250
Regular Rate	\$500	\$200	\$300

IMPORTANT DATES

- Early bird fees applied up to October 16th.
- Regular conference rates will be applied between October 16th and November 10th.
- Registration will be closed after November 10th. Payment will not be accepted at the door.

CANCELLATION FEES

If you cancel your conference registration before October 16th, there will be a \$100 cancellation fee. If you cancel between Sept 24th and November 10th, you will lose 1/2 of your registration fee. After November 10th, no refunds will be provided.

PAYMENTS

Participants must pay either by credit card or by cheque. Credit card payment must be made at the time of registration. Conference organizers must receive a cheque within 30 days or the registration will be cancelled.

CONFERENCE PROGRAM

DAY ONE -WEDNESDAY, NOVEMBER 18, 2009

TRAINING SESSIONS

The training sessions are hosted by the Social Enterprise Council of Canada. A detailed description of each training session can be found in the following pages. Each of the training sessions will be held at a different venue in downtown Toronto. These sessions are designed for the staff, volunteers and board members of social enterprises. Breakfast and lunch will be provided at each of the venues.

TIME	SESSION TITLE	WHO IS THIS FOR?
8:30 AM	Registration & breakfast at each training session location	
9:00 AM to 4:00 PM Choose from seven concurrent full-day training sessions.	1 The why and how of social enterprise	For people thinking about starting a social enterprise. <i>Offered in English only.</i>
	2 Social Enterprises: What, Why, How and When to Dream them, Develop them, Manage them and Make them Grow	For participants thinking about starting a social enterprise, those in the start up phase and those operating a social enterprise for up to 5 years. <i>Offered in French only.</i>
	3 Business skills for social enterprise	For practitioners working at start up social enterprises. <i>Offered in French and English.</i>
	4 Moving your enterprise forward	For practitioners in their first year. <i>Offered in English only.</i>
	5 Marketing your social enterprise	For practitioners working at an enterprise that has been operating for over one year. <i>Offered in English only.</i>
	6 Web 2.0 for social enterprise	For practitioners working at an enterprise that has been operating for over one year. <i>Offered in English only.</i>
	7 Creating community wealth	For practitioners working at an enterprise that has been operating for over five years and generating over \$1 million in revenue. <i>Offered in English and French.</i>
4:00 PM to 5:00 PM	Free time.	
5:00 PM to 7:00 PM	Networking event. Centre for Social Innovation - 215 Spadina Avenue	
7:00 PM	Dinner on your own.	

DAY TWO: THURSDAY, NOVEMBER 19, 2009

The Policy Forum is co-hosted by the Social Enterprise Council of Canada, MaRS and Causeway. It will be held at the The MaRS Centre located at 101 College Street.

TIME	SESSION TITLE/ LOCATION	WHO IS THIS FOR?
8:30 AM	Breakfast at the MaRS Centre	
9:00 AM to 4:00 PM Choose to attend the Policy Forum or one of two concurrent training sessions.	1 Policy Forum at the MaRS Centre Join Alan Broadbent of the Avana Capital Corporation, Bill Young of Social Capital Partners and other to discuss and build a national policy agenda for the social enterprise sector.	For practitioners interested in policy, advocates, Corporate Social Responsibility executives, academics, researchers, enablers, funders, policy analysts & government employees. Lunch will be served onsite.
	Training Sessions – Venues to be announced	
	2 “Demonstrating Value” system & tools	For staff/board of enterprises that have been in operation for at least one year. <i>Offered in English only.</i>
	3 Managing your mission	For practitioners working at start up and operational social enterprises. <i>Offered in English and French.</i>
4:00 PM	Appetizers and cash bar	
5:00 PM to 6:30 PM	Social Enterprise Angels – Social Investing in Action	
6:30 PM to 7:30PM	Speaker – Liam Black	
7:30 PM	Dinner and free time on your own.	

DAY THREE: FRIDAY, NOVEMBER 20, 2009

TIME	SESSION TITLE	WHO IS THIS FOR?
8:30 AM	Breakfast on your own	
9:00 AM to 12:00 PM Choose to participate in the Policy Forum or go on site visits.	1 Policy Forum (continued) Action plan for the policy agenda	For practitioners interested in policy, advocates, Corporate Social Responsibility executives, academics, researchers, enablers, funders, policy analysts & government employees.
	2 Site visits of social enterprises in Toronto	

DAY ONE SESSION DESCRIPTIONS - NOVEMBER 18, 2009

TRAINING SESSIONS HOSTED BY:

**1. THE WHY AND HOW OF SOCIAL ENTERPRISE**

This session is designed for participants thinking about starting a social enterprise. The facilitator will lead participants in a discussion about what social enterprise is, why a non-profit would start a social enterprise, explore organizational readiness, and review legal issues for charities operating a business. Participants will be led through a discussion of the “Development Path” for social enterprise.

*Organized by: David LePage, Enterprising Non-Profits Program, Vancouver, BC
Language: English only*

2. SOCIAL ENTERPRISES: WHAT, WHY, HOW AND WHEN TO DREAM THEM, DEVELOP THEM, MANAGE THEM AND MAKE THEM GROW

This session will provide information about everything you need to know about social enterprise including best practices, and stories and lessons learned from people participating in the seminar. Participants will come away with the ability to evaluate their level of readiness to develop, start up, manage and grow a social enterprise. You'll gain access to new managerial tools, learn about funding opportunities and explore efficient networking strategies to market your goods and products and much more. This session is open to participants thinking about starting a social enterprise, starting an enterprise, and for those operating an enterprise.

*Organized by: Ethel Côté, Canadian Centre for Community Renewal and President of Économie solidaire del'Ontario and Caroline Arcand, Groupe CONVEX, Prescott-Russell, Ontario
Language: French only*

3. BUSINESS SKILLS FOR SOCIAL ENTERPRISE

Participants attending this seminar will learn how to create an actionable business plan. They will learn how to conduct market research, develop financial forecasts, income statements and balance sheets, and deploy grassroots marketing plans. The facilitator will also lead a discussion about constructing performance measurements, both qualitative and quantitative. After the introduction of each tool, participants will break out into small groups and apply these business skills and tools to their own social enterprises. A panel of business managers of different models of social enterprises will field questions at the end of the session. The session is designed for practitioners starting up social enterprises.

*Organized by: Mark Simpson, George Brown College, Toronto, Ontario
Language: French and English*

DAY ONE SESSION DESCRIPTIONS - NOVEMBER 18, 2009 CONTINUED

4. MOVING YOUR ENTERPRISE FORWARD

Working with veteran practitioners from successful social enterprises, participants in this session will learn about critical management issues such as: engaging your board, managing your enterprise's performance, leading effectively, and measuring and communicating your enterprise's value. The facilitators will share proven tools, techniques, guidelines, and resources and speak about their own experience. During the session, participants will begin applying what they've learned to their own enterprises and get specific, practical advice for how to move forward. This session is for practitioners in their first year.

Organized by: Andy Horsnell, Community Services Council, St. John's, Newfoundland and Labrador and Norman Greenberg, Connections Clubhouse, Halifax, Nova Scotia
Language: English only

5. MARKETING YOUR SOCIAL ENTERPRISE

This training session will provide marketing basics for your products and or services. The facilitator will also discuss the nuances about marketing services or products by a social enterprise. Case studies on two successful social enterprises, Inner City Renovation in Winnipeg and Potluck Catering in Vancouver will be used to illustrate marketing techniques specific to social enterprise. This session is for practitioners working at an enterprise that has been in existence for over one year.

Organized by: Marty Donkervoort, Inner City Renovations, Winnipeg, Manitoba
Language: English only

6. WEB 2.0 FOR SOCIAL ENTERPRISE

The facilitators of this workshop will discuss the basic definition of Web 2.0. and will discuss the cultural shift away from traditional marketing and toward social engagement. Participants will explore ways Web 2.0 can help non-profits and social enterprises and review existing Web 2.0 tools. This session is designed for participants who have been operating a social enterprise for a year or more.

Organized by: Eric Squair, <http://eric.squair.ca> Toronto, Ontario
Language: English only

7. CREATING COMMUNITY WEALTH

This facilitated session will take the form of a conversation between advanced social enterprise practitioners who are interested in exploring together the questions of a) how to maximize benefit from the value of their assets, for not only their customers but also for the expansion of the social enterprise field, and b) how to generate wealth that can be reinvested in social enterprises that serve disadvantaged populations, thereby reducing the need for government funding and grants. Participants will consider models such as Options for Homes' self-funding one, and explore their applicability for community wealth generation across sectors. This session is for practitioners with at least 5 years experience who are working in successful social enterprises with budgets of over \$1 million.

Organized by: Sonia Pouyat, kidsLink, Waterloo, Ontario and Tonya Surman, Centre for Social Innovation, Toronto, Ontario
Langue : English and French

DAY TWO SESSION DESCRIPTIONS - NOVEMBER 19, 2009

INTERPRETATION AND TRANSLATION

The policy forum on November 19th and 20th will be simultaneously translated in French and English. To assist us with our planning, please indicate your working language needs on the registration form.

1. POLICY FORUM

Join Alan Broadbent of the Avana Capital Corporation, Bill Young of Social Capital Partners and others to discuss and build a national policy agenda for the social enterprise sector. Focusing on 6 key areas, facilitators will lead participants through a discussion about what needs to be done to:

1. Raise awareness & demonstrate value of social enterprise in Canada;
2. Enhance social enterprise practitioners' business skills;
3. Expand markets for social enterprise products and services;
4. Increase access to capital for social enterprises;
5. Ensure enabling infrastructure and supportive regulatory environment;
6. Facilitate networking among stakeholders in the social enterprise sector.

For practitioners interested in policy, advocates, Corporate Social Responsibility executives, academics, researchers, enablers, funders, policy analysts & government employees. Lunch will be served onsite.

POLICY FORUM CO-HOSTED BY:

CAUSEWAY

SOCIAL
ENTERPRISE
COUNCIL OF CANADA



CONSEIL POUR LES
ENTREPRISES
SOCIALES DU CANADA

SiG  social innovation
generation
de l'innovation sociale



2. "DEMONSTRATING VALUE" SYSTEM & TOOLS

By attending this session, social enterprise operators will come away with an understanding of how to improve systems in their enterprise to track their performance and communicate their success. They will specifically learn about the Demonstrating Value Framework and how to apply it in their organizations. This session is for staff/board of enterprises that have been in operation for at least one year.

*Organized by: Bryn Sadownik, Demonstrating Value Initiative, Vancity Community Foundation, Vancouver, BC
Language: English only*

3. MANAGING YOUR MISSION

This session is primarily for managers of social enterprises that have been operating for six months or more. You will discuss and learn about governance models, balancing multiple bottom lines, hiring the right people, and raising the funds your enterprise needs. Case studies will illustrate each topic, and you will leave this session with exciting ideas and tools to help you better manage your mission.

*Organized by: Anne Jamieson, Toronto Enterprise Fund, Toronto, Ontario and Mary Ferguson, Eko Nomos, Kimberley, Ontario
Language: English and French*

THURSDAY NOVEMBER 19, 2009 - EVENING**SOCIAL ENTERPRISE ANGELS: SOCIAL INVESTING IN ACTION**

Come watch as social enterprises pitch their blended return on investment to investors who put their money on the line. This will be a fun, challenging, and exciting event that demonstrate and promotes the value of financial investment in social enterprise. Co-Hosted by Social Venture Partners Toronto.

SOCIAL ENTERPRISE ANGELS CO-HOSTED BY:



Social Venture Partners Toronto
INVEST. ENGAGE. ADVANCE.

LIAM BLACK

Liam has developed and run a number of social businesses in markets ranging from waste management, recycling, logistics and retail, through to catering and events management. Most recently, he helped to expand Jamie Oliver's Fifteen restaurant into a global brand, opening restaurants in UK, Holland and Australia. His latest venture is 'Wavelength', which brings together some of the best private sector companies with social entrepreneurs. In 2009, Wavelength created a global leadership development project for young entrepreneurs.

Liam was one of Prime Minister Gordon Brown's first Social Enterprise Ambassadors and is author of There's No Business Like Social Business. He is the resident "agony uncle" for Social Enterprise magazine and is a regular speaker at private and not-for-profit events.

DAY THREE SESSION DESCRIPTIONS - NOVEMBER 20, 2009**POLICY FORUM**

Continued from the previous day's session, this session is to action plan the policy agenda

SITE TOURS

The site visits will begin at the Centre for Social Innovation located at 215 Spadina Avenue (across from the Super 8) at 9am. After touring the Centre for Social Innovation, participants will board two buses at 9:45am and visit social enterprises located in different parts of Toronto.

SOCIAL ENTERPRISE TOUR A
(Conducted in French and English)

- [Centre for Social Innovation](#)
- [Eva's Phoenix Print Shop](#)
- [Mokonzie Sewing Cooperative](#)

SOCIAL ENTERPRISE TOUR B
(Conducted in English only)

- [Centre for Social Innovation](#)
- [Furniture Link](#)
- [Toronto Renewable Energy Co-op](#)

SUBSIDIES

You may be eligible to apply for a limited number of subsidies available to participants to help offset the cost of travel, accommodation and conference fees. Please note that subsidies are dependent on funding availability.

To apply for a travel subsidy, check off the appropriate box on the registration form. Government and private sector employees are not eligible for subsidies, and subsidies are only available to participants attending the full conference. Participants who indicate they would like more information about travel subsidies, will receive further information specific to their region. Those who are preapproved for a subsidy will be reimbursed on a cost recovery basis (receipts will be required), and must submit their expense claims by December 11, 2009.

Accommodations

Accommodation for the conference are centrally located in downtown Toronto. A block of rooms has been set aside for Canadian Conference on Social Enterprise delegates at both the Super 8 Downtown Toronto (\$85 plus tax for a standard room) and the Novotel Toronto Centre (\$129 plus tax for a single or double). Both hotels are wheelchair accessible. You will need to make your own room reservations and payment arrangements.

The conference rate at the Super 8 is only available until November 3, 2009. To get the special rate, please telephone the Super 8 Downtown Toronto direction and let them know you are part of the Canadian Conference of Social Enterprise. You will be unable to get the conference rate if you book online or call the 1-800 number. The Super 8 is located across the street from the Centre for Social Innovation in Chinatown. It is very close to tourist attractions such as Kensington Market and the Queen West shopping strip.

The Super 8 Downtown Toronto

222 Spadina Avenue, Toronto, ON M5T 2C2
Phone: 647-426-8118
URL: <http://www.super8downtowntoronto.com/>

To get our conference rate at the Novotel Toronto Centre, please book your room by October 18, 2009, by phone or [online](#) and let them know you are part of the Canadian Conference on Social Enterprise. The Novotel is located five minutes' walk from Union Station, behind the Hummingbird Centre. It is also close to tourist attractions such as the St. Lawrence Market, the Hockey Hall of Fame and the Eaton's Centre.

Novotel Toronto Centre

45 The Esplanade, Toronto, Ontario M5E 1W2
Phone: 1-416- 367-8900
URL: www.novoteltorontocentre.com

Transportation to and from Toronto Pearson Airport

You can travel between Toronto Pearson airport and downtown Toronto several ways.

Taxi/airport limousines

Taxis and limousines that serve Toronto Pearson are specially licensed to ensure passengers are guaranteed fair and consistent rates. Rates are predetermined based on the time and distance to your destination within the Greater Toronto Area (GTA). Pre-booking is not required for passengers leaving the airport. Taxis and limos are always available at the Arrivals Level of each terminal. For more information on taxi and limo rates to different parts of the city and information for passengers with special needs, please see:

www.gtaa.com/en/travellers/airport_information/ground_transportatio/taxis__limousines/

Toronto Transit Commission (TTC)

The TTC offers the cheapest way to get to downtown Toronto. Fare is \$2.75 per person, cash only, driver does not carry change, and is paid once for any length direct, trip. You can catch a bus, called the 192 Airport Rocket

that provides all-day accessible express bus service between Pearson International Airport and Kipling Station on the Bloor-Danforth Subway. The subway system runs throughout Toronto. The bus service operates from approximately 5:30 am to 2:00 am, seven days a week and is wheelchair accessible.

Directions to Super 8 Downtown Toronto:

Trip is approximately 1 hour, but depends on traffic.

1. Walk to the TTC stop located at each terminal of Pearson Airport.
2. Board the 192 Airport Rocket (Bus) departing from the terminal and travel to Kipling Station. Scheduled departure times are posted at the stop.
3. Inside Kipling Station, board the Bloor-Danforth Subway departing from Kipling Station and travel to Spadina Station (note: all trains departing Kipling Station are east bound towards Spadina Station). (Service on this route is frequent, checking the schedule is not necessary.)
4. Board the 510K Spadina (street car/ trolley) departing from Spadina Station and travel to Sullivan. (Service on this route is frequent, checking the schedule is not necessary).
5. Walk to 222 Spadina Avenue.

Directions to Novotel Toronto Centre

Trip is approximately 1 hour, but depends on traffic.

1. Walk to the TTC stop located at each terminal of Pearson Airport
2. Board the 192 Airport Rocket (Bus) departing from the terminal and travel to Kipling Station. Scheduled departure times are posted at the stop.
3. Inside Kipling Station, board the Bloor-Danforth Subway departing from Kipling Station and travel to Bloor-Yonge Station (note: all trains departing Kipling Station are east bound towards Spadina Station). (Service on this route is frequent, checking the schedule is not necessary).
4. At St. George Station take the escalator down 1 level to transfer to the SOUTH BOUND subway line. Once on the lower level board the train with the signs for "Southbound-Finch" and get off at Union Station. (Service on this route is frequent, checking the schedule is not necessary).
5. At Union Station, exit to Front St., turn right (heading eastbound), and walk to Simcoe Street, passing Bay St., Yonge St., and the Hummingbird Centre. Turn right (heading southbound), walk down to The Esplanade. Cross to the south side; the hotel is slightly to the left.

Ask the bus driver for a transfer when you pay your fare so you can transfer between buses, streetcars and the subway system. For more information on TTC fares, please go to www3.ttc.ca/Fares_and_passes/index.jsp.

Tourism Toronto

To get more information on events and attractions in Toronto, please go to: <http://www.seetorontonow.com/>.