

SEWF

| DIGITAL

EVENT REPORT

Contents

1. Foreword →

2. SEWF Digital 2020 highlights →

3. The social enterprise landscape →

- 3.1 Individual social enterprises
- 3.2 Global social enterprise ecosystems
- 3.3 Societal challenges

4. The digital experience →

- 4.1 Attendance
- 4.2 Experience
- 4.3 Impact

5. In the words of participants →

- 5.1 Feedback
- 5.2 Quotes from speakers and participants
- 5.3 Social media engagement

6. Learning from SEWF Digital →

- 6.1 Key learning points
- 6.2 Applying the learning

1. Foreword



This year, we've all learnt a lot about the necessity of being agile and the importance of adapting. Such is life. Change can be good.

The Social Enterprise World Forum exists to accelerate our transition to a global impact economy through supporting and engaging the social enterprise movement. In order to encourage the development of healthy social enterprise ecosystems, we have convened the global social enterprise community in a different social enterprise hotspot every year, for the last **12** years. This year we had to rethink our plans.

SEWF Digital was a significant challenge for our team and our Board, with only a few months to pivot, but not convening our global social enterprise community this year was simply not an option. With the impact of COVID-19 affecting society at every level, and in particular social enterprises and the communities they work with, the gathering of our movement was more critical than ever. This year we changed our approach in order to convene in a whole new way.

From 21-24 September, the global social enterprise community engaged online and participated in a programme of sessions that followed the sun, starting each day in Oceania and moving west to Asia, Africa, and Europe, finishing in the Americas. SEWF worked with Regional Partners to co-design

programme content featuring priority themes including business and community recovery, the impact of COVID-19 on the future of business, climate crisis, youth engagement, and social procurement. The programme reflected the topics of importance at this time and the vast majority of presenters were social enterprise leaders and practitioners.

On Monday and Tuesday the focus was on connecting and learning through masterclasses, group discussion, spotlight sessions, inside social enterprise sessions, participant-nominated content and open space sessions. **11** of these sessions were suggested by and delivered by registered participants through a nomination process on the event Slack group. On Wednesday and Thursday the focus turned to main stage sessions where the purpose was to inspire and motivate the social enterprise movement and its supporters. Many sessions involved calls to action, based on the need for change and the ability of social enterprise to design and deliver sustainable solutions.





Throughout the event, participants used live Q&A, chat and networking features, and visited booths in the virtual marketplace. **82** sessions were recorded and there have already been more than **2,500** session views after the event. Participants from **100** countries participated in **94** sessions and **120** hours of social enterprise conversations, as contributors, speakers, and moderators were live streamed from their place in the world. This was the largest Social Enterprise World Forum ever.

The size of the gathering is obviously not an end in itself. It is however an indicator of how much more accessible and inclusive this year's Forum was. Going fully digital meant that we could lower some barriers to attending, including costs relating to travel, logistics, and time constraints. This meant that we could reach out more widely, attracting a much more diverse audience to join the conversations about building a new global impact economy.

This report involves independent analysis of the current social enterprise context, opportunities, and challenges as expressed by participants and speakers through their engagement at SEWF Digital. It was important for SEWF to understand and share how social enterprises are viewing the immediate and long-term future and these insights came from the post-event survey feedback, session chat, responses to the polls from the live event, and session content. The report also contains data from the Hopin platform that was analysed to help understand how the digital format impacted the event.

Participants enthusiastically shared and contributed a wealth of knowledge throughout SEWF Digital, proving that the social enterprise movement can successfully convene online as well as in-person, to develop economies where people and communities can thrive. This report, written by an independent consultant with input from the SEWF Team, outlines key findings, participant experiences, and how we will apply the learning to support the social enterprise movement in the future.

Hélène Malandain, SEWF Chair

Gerry Higgins, SEWF Managing Director

2. Highlights



2,653

live participants



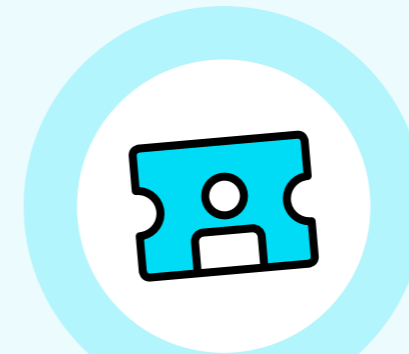
2,430

additional tickets to view on playback



100

countries represented



5,083

tickets reserved and registered



22

time zones



83%

of participants inspired by content



234

speakers



>800

visits to the virtual marketplace



94

social enterprise sessions



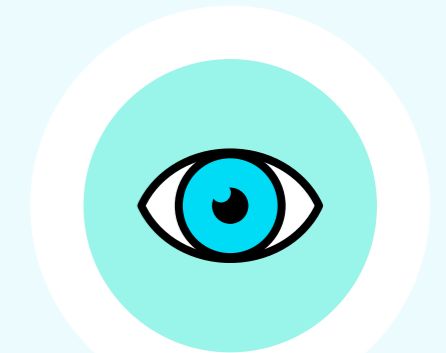
82

sessions available for delayed playback



26%

of participants were <30



2,551

session views post event (19/10/20)

3. The social enterprise landscape

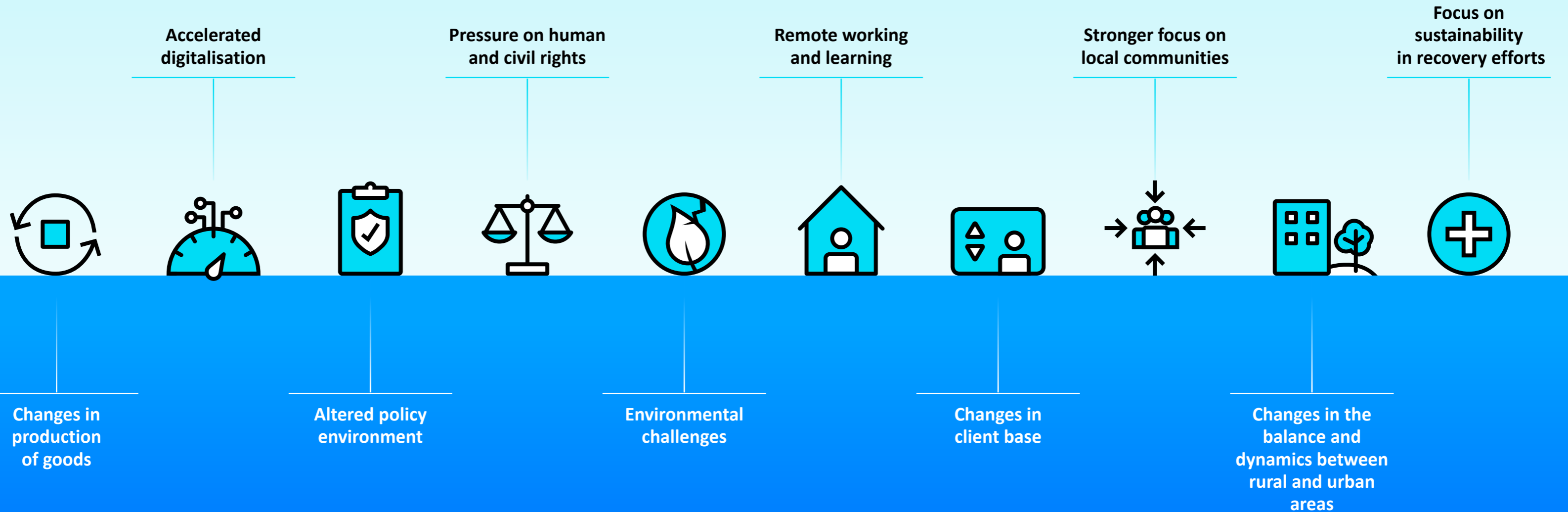
SEWF Digital took place in an extraordinary year, with the ongoing spread of the COVID-19 pandemic and the ensuing need to adapt to uncertainty and change. Global challenges like the climate crisis and a decline in human rights in many countries around the world, influenced the SEWF Digital agenda. SEWF used its convening and influencing capability to enable the social enterprise movement and its supporters to share experiences and solutions to these global problems.

As with other businesses in affected countries, many social enterprises faced multiple challenges; restrictions limited their activity, demand for some goods and services declined, funding and contracting opportunities became uncertain, and delayed sales and payments constrained cash flows.

Despite the difficulties and economic impact of the pandemic, many social enterprises participating in SEWF Digital shared experiences of pivoting and adapting their business models to effectively respond to changing markets and ecosystems.



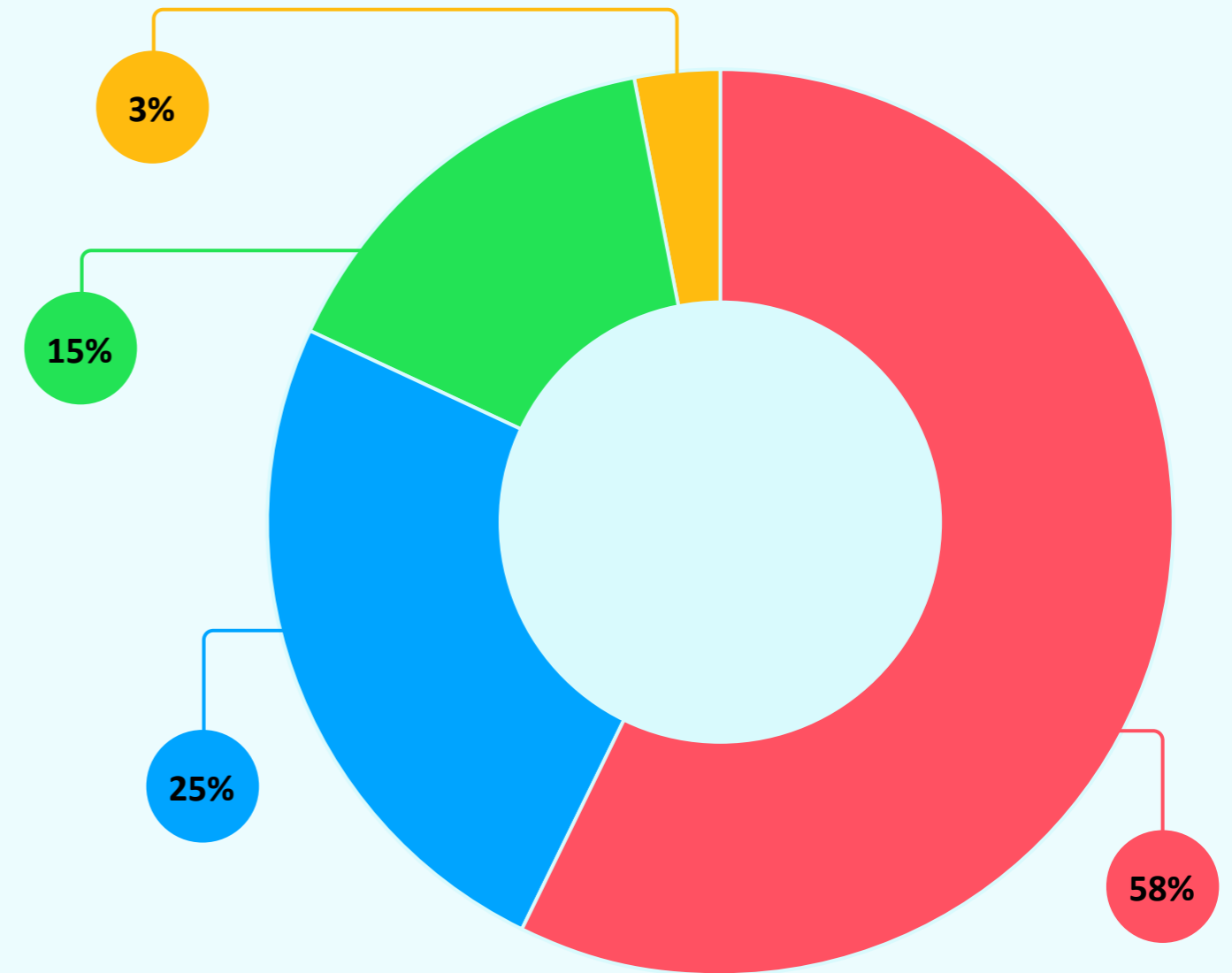
3. The social enterprise landscape



3.1 Individual social enterprises: changes in work patterns, distribution, production, and client base

Some social enterprises active in business sectors such as health care or vital support services, scaled up their services to meet increasing demand during lockdowns and restrictions. Other social enterprises operating in sectors where activities were suspended by lockdowns, had to pivot to survive. Many of these social enterprises changed their production by switching to increasingly demanded products such as medical gowns, facemasks, and sanitising gel, or changed distribution models, either offering online sales and home delivery or moving to online service provision. All of these changes occurred against the backdrop of changing consumer behaviours brought on by lockdowns, shortages, and restricted movement, which have affected the social enterprise client base.

The poll shown to the right asked those attending SEWF Digital to answer the question: “Do you expect that over the next two months COVID will...?”. The majority (**58%**) of respondents believed that over the next two months COVID-19 will, “Prove an opportunity to grow [their] business.” A quarter of respondents thought it would, “Have a potentially serious negative impact on [their] business.” The remaining **18%** of individuals responding believed there would be little to no impact for them.

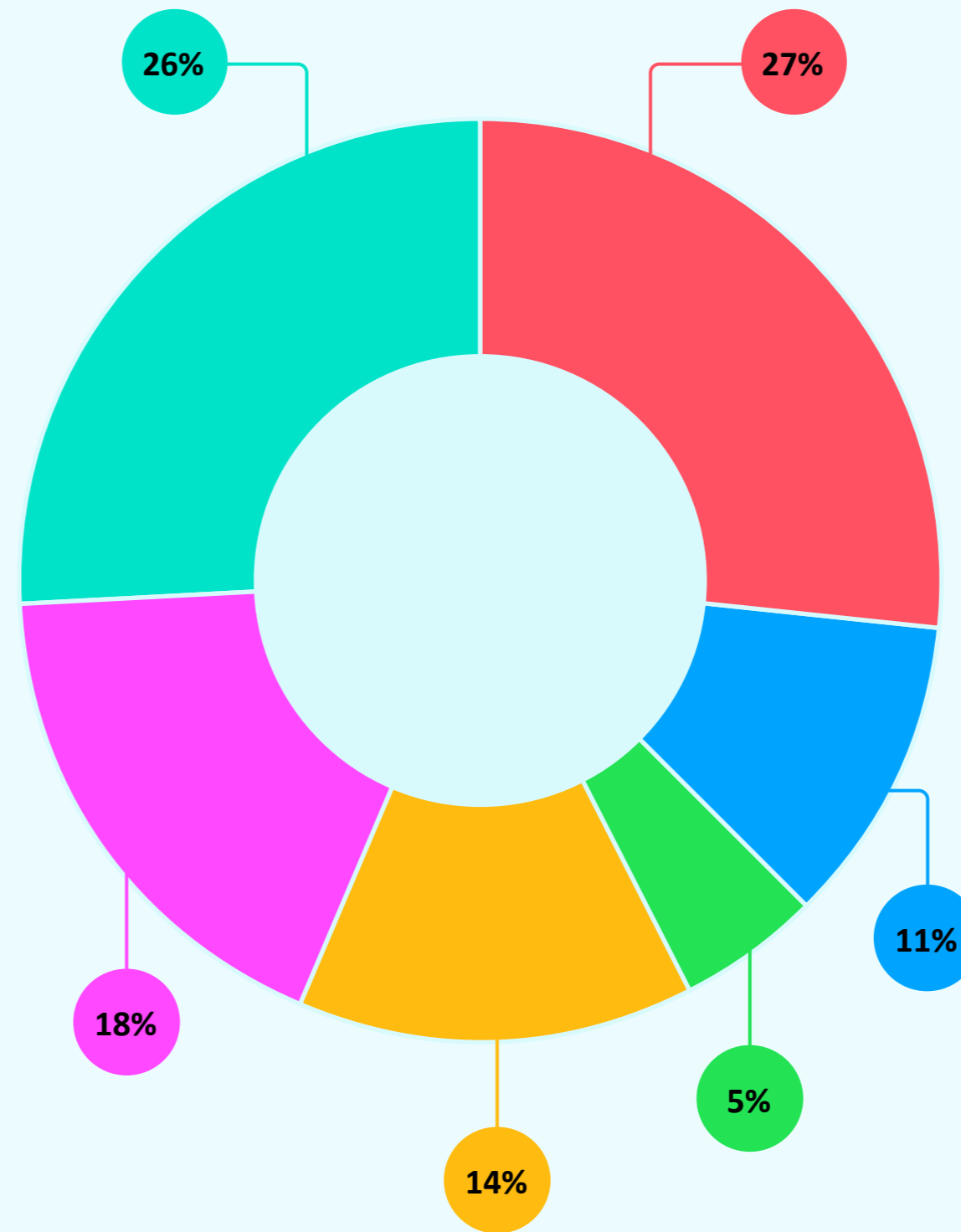


Potential impact of COVID

- Prove an opportunity to grow my business
- Have a potentially serious negative impact
- Have a limited impact
- Have no impact

What will make the biggest difference for SEs in 2021?

Looking ahead, the final survey asked participants what they believed would make the biggest difference for social enterprises in 2021. **27%** of participants indicated consumers' willingness to support social enterprises through their purchases, **26%** supportive public policies, and **18%** impact investment. This indicates many in the social enterprise community value consumer relationships and view the appeal of value-based employment as a competitive advantage.



What will make the biggest difference for SEs in 2021?

- Consumers desire to support SEs
- People wanting careers with SEs
- More positive media covering
- More impact investment
- Commercial and public sector
- Supportive government policies

3.2 Global social enterprise ecosystems: a focus on digital, urban and rural dynamics, local communities, and altered policy environments

Digitalisation

COVID-19 forced an accelerated switch to digital engagement, which required flexibility from many. Those who attended SEWF Digital believed social enterprises are, on average, better equipped than other business to be flexible and many social enterprise leaders shared experiences of repositioning their business offer using digital tools and platforms, even when this required a large amount of flexibility and creativity.

Acceleration in digital engagement has sometimes widened the inequalities stemming from the digital divide. These inequalities affect different areas, countries, or regions within countries, but also affect different population groups based on income, age, education, and other parameters. In some, but not all, areas this led to programmes designed to provide investments, skills, and resources to bridge the gap, but often this was not enough. Digital poverty and digital literacy remain persistent issues.

Changing urban and rural dynamics

The increased focus on digital engagement has altered, at least temporarily, some dynamics and the balance between rural and urban areas in most of the countries represented at SEWF Digital. Some of the services and processes that have traditionally been concentrated in urban areas, such as public administration, financial and insurance services, have been made accessible online, proving that a more decentralised system is feasible and sustainable.

As more people start embracing digital communication, there is the potential to alter the current urbanisation rate or the process itself. This is especially relevant in countries where economic balance results in rural to urban migration. Social enterprises, with the support of policymakers can be part of a re-balancing towards resilient rural economies.

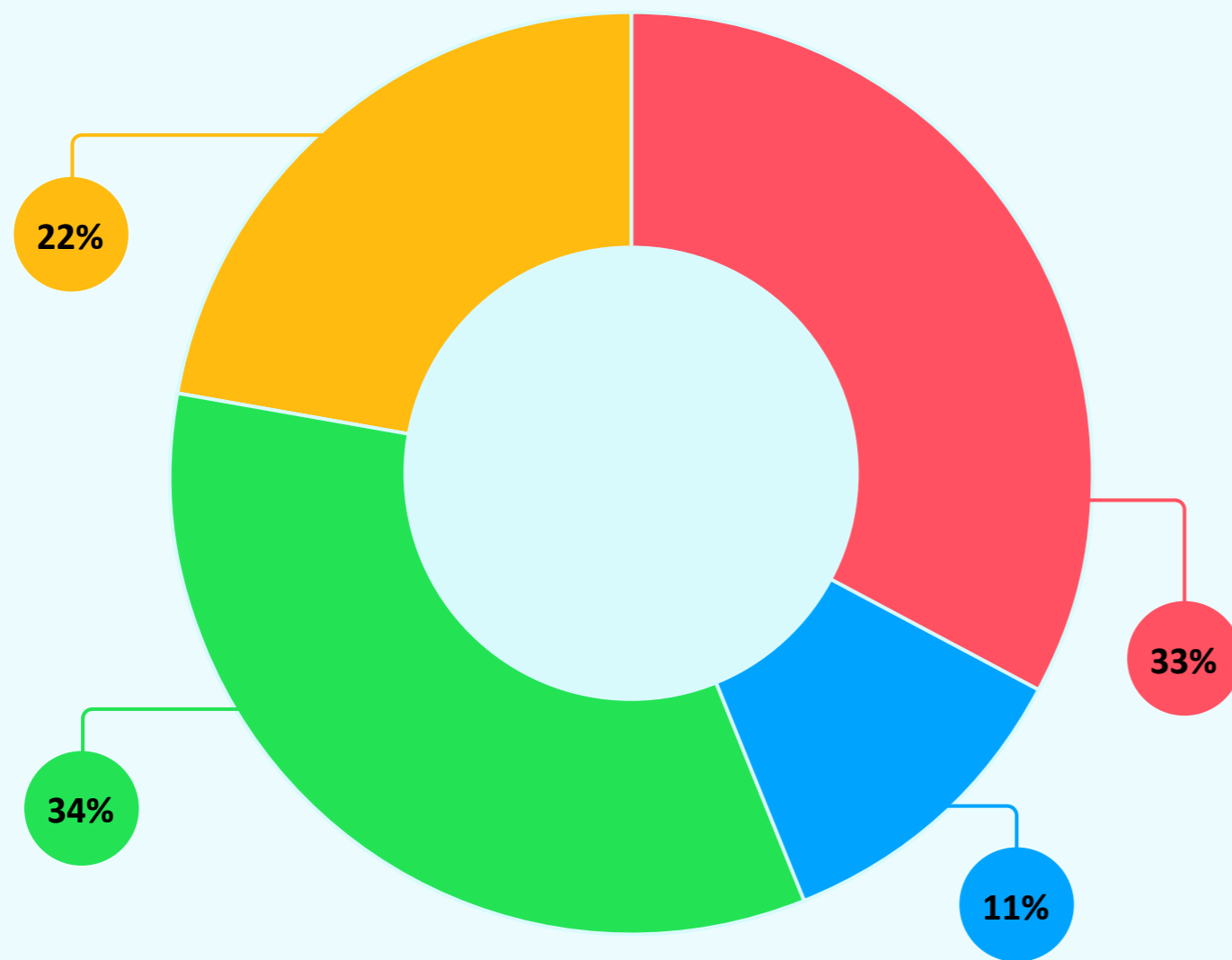
Focus on local communities

Throughout SEWF Digital, some participants shared that the pandemic strengthened their views of communities' potential to be providers of solutions and support. In some cases, government support programmes have been organised and implemented at a community level, often with the direct involvement of social enterprises.

Altered policy environment

Around the world, the coming months will be crucial for social enterprises with regards to the allocation of recovery funds, as most countries will channel at least part of their rebuilding efforts through these. These resources could include a boost for social procurement and an opportunity for stronger recognition of the potential of social enterprises as suppliers to the public and commercial sectors.

A less favourable economic environment and the need to compete with support given to other sectors of the economy, such as major traditional industries where large-scale employment is threatened, will challenge many social enterprises. Social enterprises are usually smaller organisations and will have to compete with large corporations who will also be vying for support and lobbying governments. The social enterprise sector must make a case for resilient economies where social enterprise jobs are seen as critical to the future of communities.



Role of SEs in COVID response

- Providing innovative solutions
- Focusing on the health and safety of your personnel
- Focusing on local communities
- Ensuring local and national economic policy recognises the role of social enterprises

Sector-wide response to COVID-19's impact on ecosystems

SEWF polled participants on the role of social enterprises to assist economic recovery in response to COVID-19 asking: "What is the most important thing social enterprises can do to assist economic recovery?" This question focused on social enterprises as problem-solvers and innovators with a role in supporting communities, as well as being policy influencers.

274 delegates responded to indicate that their priorities were to focus on their local communities (34%) and to provide innovative solutions (33%). Others believed ensuring that local and national economic policy recognises the role of social enterprise was most important (22%), potentially indicating that social entrepreneurs are not as likely to focus on directly influencing policy at a system level as they are to focus on creating immediate change on a local level, particularly in a time of crisis.

3.3 Societal challenges: The climate crisis, human rights, and social justice

COVID-19, its challenges, and the world's response to them, have significantly impacted the environment. This impact extends beyond the tangible negative impacts of increases in the production and use of disposable facemasks and gloves. It has also affected the social environment; the crisis made racism, sexism, ageism, and other forms of discrimination even more apparent.

Environmental change and its impact on the climate crisis

The pandemic has demonstrated that health systems and economic systems are interlinked. Many social enterprises have demonstrated how to support the health and wellbeing of communities while providing an alternative to current economic systems. The pandemic has also demonstrated that there are unique opportunities to create more resilient and sustainable local communities. This move toward local reliance and resilience might include new transport solutions and a commitment to create social value through the purchase of goods and services. Relying on digital engagement also has the potential to reverse unsustainable travel and reduce carbon footprints although virtual engagement has carbon impacts of its own. Where possible, SEWF will consider, measure, and offset these impacts in the future.

Human rights and social justice

For social enterprises that aim to address discrimination and inequalities, the need for their work has grown increasingly apparent, while worsening inequalities and uneven effects of the pandemic have often made it more difficult to fulfil their mission. While many of these social enterprises experienced no increases, or even decreases, in resources, their services were increasingly demanded and critically needed in communities around the world.

Social enterprises play a crucial role in fighting discrimination and inequality and should be involved in the design and implementation of solutions that promote inclusive economic growth and defuse the social tension and instability caused by COVID-19.



4. The digital experience

COVID-19 impacted individual social enterprises, the social enterprise sector globally, and society as a whole. SEWF had to change its way of convening the movement to meet the needs of the sector. Switching from a fully in-person event to a fully digital one in around five months involved reconsidering every aspect of the event.

4.1 Attendance

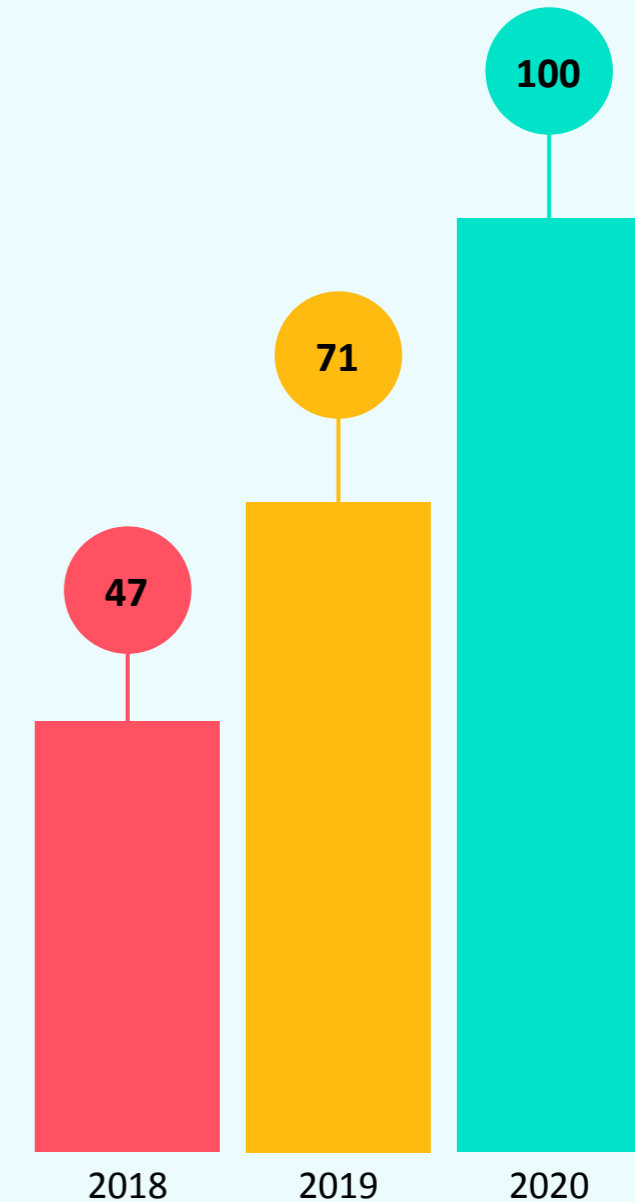
Diversity of participants

The virtual format of the event impacted the number and diversity of participants and speakers. The digital model made it possible for people to attend where they could not have participated in person. The increase in accessibility included lower ticket cost, no travel or accommodation costs, no visa costs or issues, and a reduced time commitment as participants could choose which days and/or sessions to attend.

Countries represented

People from **100** countries participated in SEWF Digital, a **40.8%** increase from 2019. Participants came from all regions of the world (as shown on the map on the next page). **100** countries represented is a milestone for SEWF, especially given the limited time available to develop and promote the event. The digital format has enabled this, as well as support from partners and sponsors. SEWF will work to increase geographic participation in future events.

Number of countries attending in the past years



“SEWF Digital was the biggest SEWF gathering to date”

World map of countries represented at SEWF Digital

Most of the participants at SEWF Digital came from countries that have been supporting social enterprise over a number of years. The following tables detail attendance by continent and world zone.

Attendance by Continent	
Africa	6%
Asia	20%
Europe	35%
Oceania	18%
North America	17%
South America	4%

Attendance by World Zone	
Zone 1 (Oceania/Asia)	30% (50% Oceania & 50% East and Southeast Asia)
Zone 2 (Africa/Europe/Asia)	50% (12% Africa, 16% South and Central Asia, 72% Europe)
Zone 3 (Americas)	20% (83% North America, 17% South America)



“87% of survey respondents either agreed or strongly agreed that SEWF Digital speakers and moderators reflected the diverse global social enterprise movement”¹

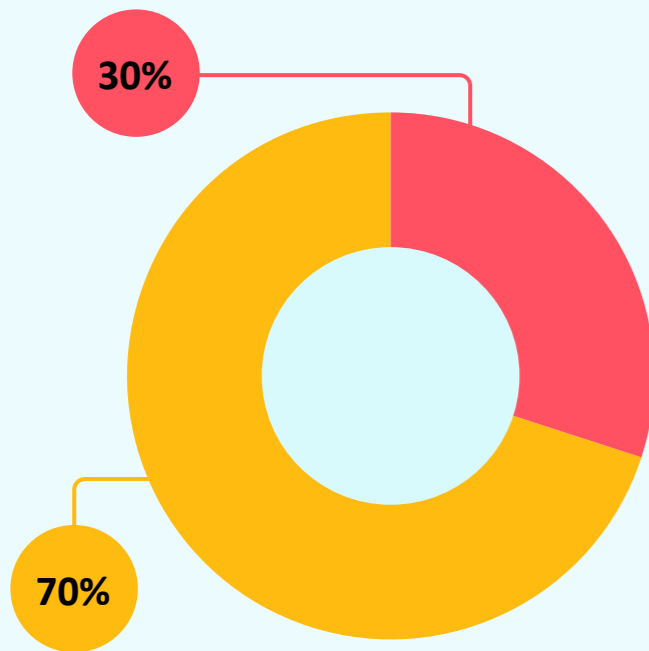
Participant demographics

With reduced attendance costs, along with targeted initiatives, such as establishing a youth platform on Social Shifters, SEWF Digital saw an increase in those attending who were under 30 years old (in 2020 **30%** of attendees were below 30). The gender data showed **59%** of participants identifying as females.

Diversity of speakers

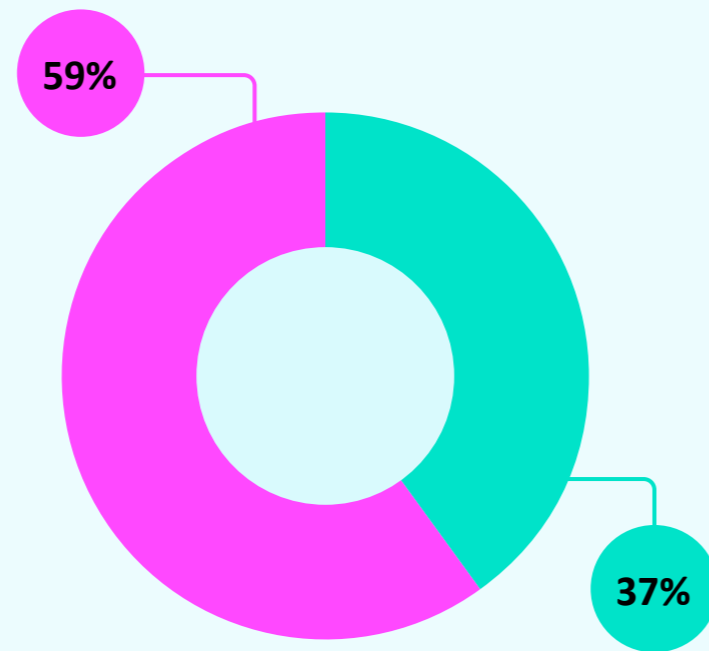
Moving SEWF’s Global Forum to a fully virtual event also impacted speaker diversity. The reduced speaker commitment for an online event compared to attendance at an in-person event, meant the programme was more diverse than ever before.

SEWF Digital featured more speakers under 30 than ever before (**29%** of speakers) and the majority of speakers and moderators identified as female (**59%**). This reflects the social enterprise movement and its leadership in most countries where gender data is available. Participants also agreed that speakers and moderators reflected the movement.



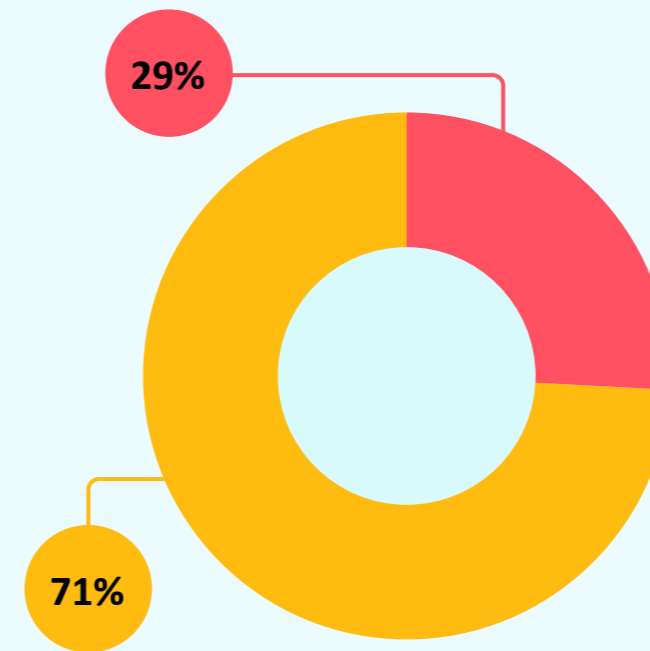
Attendees by age

- <30 years
- >30 years



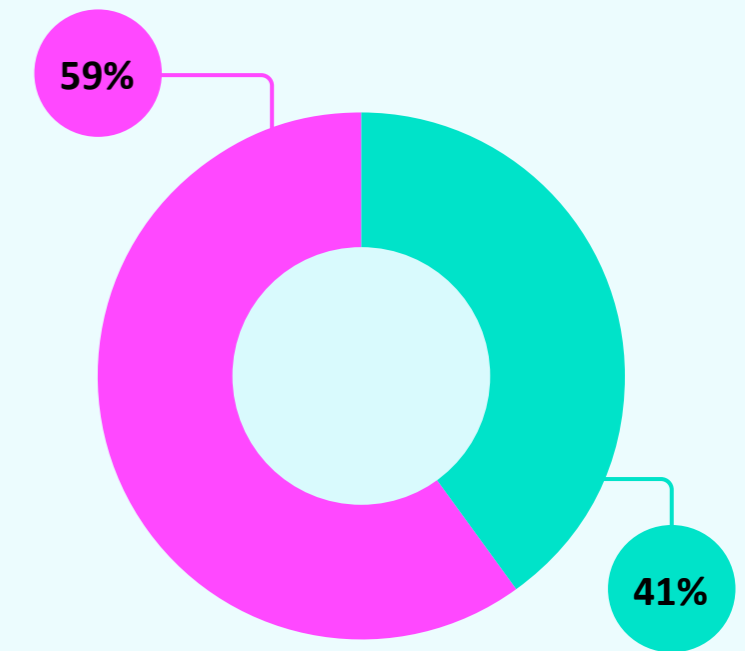
Attendees by gender²

- Identifying as male
- Identifying as female



Speakers by age

- <30 years
- >30 years



Speakers by gender

- Identifying as male
- Identifying as female

1. The rest of the survey respondents were neutral on the matter.
2. 4% of participants either identified as non-binary or did not indicate how they identify.

Attendance at digital events

SEWF Digital offered an opportunity for a different form of attendance where people around the world could view some sessions live, as well as on playback (until September 2021). Sponsor places that had not been allocated before the event have been converted into playback access, which includes **82** recorded sessions.

The total number of reserved and registered places was **5,083**. Live attendance was **48%** higher than in 2019. SEWF will build on this as it seeks to dramatically increase the number of participants attending digitally in future years. As SEWF had less time to promote the event, the team engaged with over **20** Regional and Promotional Partners to assist with the promotion of the event.

4.2 Experience

For live participants, the information and feedback on user experience comes from interviews, session observation, the event survey, and chat transcripts from the live sessions. In general, user experience appeared to have been very positive.

The percentage of participants who completed the survey and stated that they would attend a future digital event is slightly higher than those who stated they would attend a future in person event as shown to the right.

Follow the sun

Many other events that have gone digital either kept to the time zone planned for their original in-person event or slightly adapted to include another continent, but SEWF developed a model that allowed for the greatest engagement of the social enterprise movement. The model included three world zones, starting each event day in Oceania, moving on through Asia to Europe and Africa, and then to the Americas. This meant that no matter where someone was in the world, they could access live content during their day. Many participants appreciated the model, found the timetable convenient, and enjoyed the sense of unity that connecting live with people from the other side of the world provided. SEWF made recorded content available within a few hours of a live session so that participants could watch recordings at convenient times for them during SEWF Digital week.

“73% of survey respondents either agreed or strongly agreed that they would attend a future SEWF event in person”

“84% of survey respondents either agreed or strongly agreed that they would attend a future SEWF event online”

“53% of survey respondents either agreed or strongly agreed that the ‘Follow the sun’ model was convenient for them”

“Participant numbers and diversity enhanced by 20+ Regional and Promotional Partners”

Session recordings

As of 19 October, participants had viewed recorded content **2,551** times. The most viewed recorded sessions appear to indicate a preference for the Monday/Tuesday programme when the theme and format focused on connecting and learning. This may also be because on Monday and Tuesday there were up to five sessions at the same time meaning that many delegates may be watching recordings of other sessions even though they also participated live.

The table below lists the most viewed playback sessions in order of popularity. Five of the top seven sessions relate to social procurement, which suggests that this remains an important topic for the sector.

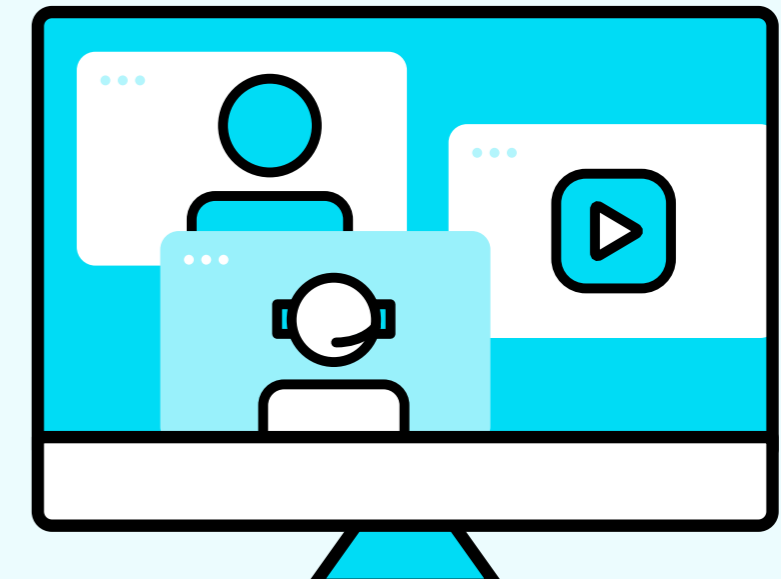
Session title	Session type
1 The world of social procurement	Spotlight
2 Impact measurement	Masterclass
3 Business model redesign	Masterclass
4 Talkin 'bout a revolution	In conversation
5 Social procurement supplier and buyer perspectives	Spotlight
6 Local government and social enterprise	Spotlight
7 Community Benefit Agreements	Masterclass

Data on playback numbers by country reflects attendance by country with the exception of the Philippines; the data suggests that delayed viewing is complementary to online attendance rather than an alternative.

Top Countries by playback	Top countries by attendance
1 Australia	1 UK
2 UK	2 Australia
3 New Zealand	3 Canada
4 Canada	4 Korea
5 The Philippines	5 USA
6 Korea	6 New Zealand
7 USA	7 India

Live chat activity

A live chat function was available in all live sessions. The chat function was initially viewed as a way to provide information on the programme, timetable, and virtual logistics, as well as a way to submit questions for speakers, but participants engaged with the chat in other ways. They used the chat to provide peer-to-peer answers to the questions posed and issues raised; participants replied making meaningful connections as they exchanged information, their views, and contact details. Some also commented that chat made sessions much more dynamic, different to ZOOM and Microsoft Teams, and that it brought a different dimension to event interaction.



“66% of survey respondents thought the chats were engaging and 88% found the chat was easy to use”

Connections

Participants could connect with one another virtually through two main ways: by sending private messages requesting to have a private video call or by using the networking tool in the ‘Networking’ area of the event platform, which matched people at random for up to three minutes. Participants sent **279** requests for private video calls via private message to other participants/speakers; **100** requests were accepted. **120** meetings occurred in the Hopin ‘Networking’ area.

Some delegates reported that they accessed the event before, during, or after a full or partial day at work, mostly involving video meetings and screen work. This may have impacted on the appetite for video networking and this will be considered for future events. Some delegates also reported seeing requests for private video meetings long after they were sent indicating not necessarily a reluctance to accept an invitation, but simply a ‘missed’ invitation. It was not always obvious that participants had received a private message because of limitations with the way Hopin notified participants. Since SEWF Digital attracted participants in different time zones, individuals may have tried to connect with others while they were not online. In the future, it might be useful to provide identified times for connecting, although this would limit flexibility.

Survey results indicated that participants were more neutral (**38%** had no strong opinion) about the networking opportunities offered in comparison to other features and opportunities delegates reported enjoying more. Given the challenges associated with fostering meaningful connection and opportunities to network in a virtual environment, the fact that only **19%** of delegates responding to the survey did not enjoy the opportunities SEWF Digital created to network and connect throughout the event is seen as both positive feedback and an opportunity for improvement.

“81% of survey respondents reported enjoying or being neutral about the networking and connection opportunities offered”

Marketplace

All SEWF in-person events have had a marketplace. SEWF viewed this feature on Hopin positively when choosing a platform. Anecdotally, both exhibitors and participants enjoyed the flexibility and variety that the mix of live and recorded video content playing in booths provided, and noted that the live interactions were positive and meaningful. The quality of marketplace interactions outweighed the quantity, which was lower than expected at **822** delegate visits. Hopin’s benchmark for marketplace visits is **60%** of all attendees, although this is skewed by commercial events like trade fairs.

Platform choice

SEWF conducted a full review of the available platform options before selecting Hopin, which was chosen based on the best combination of essential features and its ability to manage gatherings of over **3,000** people. Participants stated that the platform was easy to access and navigate and that the chat function was easy to use.

Ease of platform usage					
Navigating through the sessions		Using the chat function		Logging to Hopin to access the event	
Strongly agree	45%	Strongly agree	54%	Strongly agree	42%
Agree	30%	Agree	35%	Agree	34%
Neutral	21%	Neutral	8%	Neutral	16%
Disagree	4%	Disagree	1%	Disagree	7%
Strongly disagree	0%	Strongly disagree	1%	Strongly disagree	0%

Content

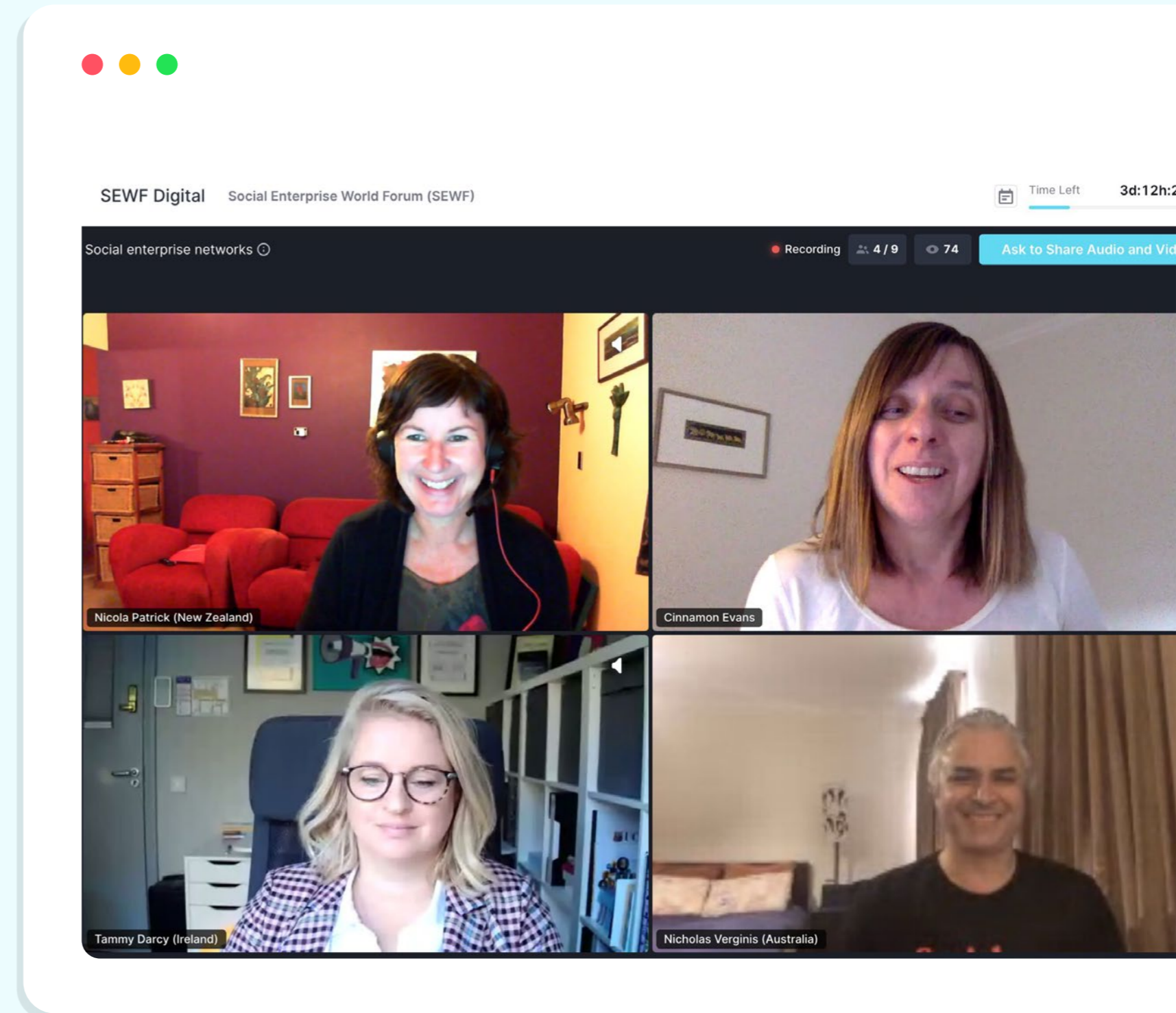
SEWF worked with partners to co-design content. Several priority themes were identified and formed the basis of the programme. These were COVID-19, climate crisis, youth, gender, discrimination, and sustainable economic models. The ability to draw speakers engaged in the social enterprise movement from anywhere in the world rather than bringing speakers to a single country had a major impact on the programme. Over **90%** of speakers and moderators were directly involved with, or leading, a social enterprise.

The survey results indicate that those who expected to be exposed to inspirational stories and inspiring people were likely those most satisfied with their SEWF experience: **83%** of participants agreed they were exposed to inspiring content. Technical/skill-based content was relevant for approximately half of the participants and there are opportunities to further facilitate connection and improve satisfaction around networking at future events. These results about the benefits of attending SEWF Digital outlined below are consistent with the preferences expressed for the different types of sessions and with activity on the platform, notably activity in the chat and networking area.

“51% of survey respondents learned new information or acquired skills they can apply beyond SEWF Digital”

“83% of survey respondents thought SEWF Digital exposed them to inspiring social enterprise content”

“79% of participants want to become more involved with the social enterprise movement after attending SEWF Digital”



Programme focus areas

SEWF featured programme themes that are important to the social enterprise community and highlighted places where the social enterprise sector is making significant progress.

1



Youth engagement

More participants under the age of 30 participated in SEWF Digital than any previous SEWF event.

SEWF launched its Social Shifters Youth collaboration.

80% of sessions had a young voice leading or contributing.

2



Focus on communities as contributors to sustainable and healthy economies

Community engagement is a core value of the social enterprise movement, but the impact of COVID-19 provided new insights, and perspectives. Community networks have begun to convene at SEWF and develop a shared voice for action and influencing.

3



Social enterprises fighting inequality and discrimination in difficult times

As human rights progress seems to be taking a step back in difficult times, the role of social enterprises in combating inequality is even more crucial and challenging.

4



Build back better

The pandemic stressed once again the unsustainable nature of current economic systems. Social enterprises serve as examples of alternative and more sustainable economic models that protect people and planet.

5



Social procurement

Increasing public sector and private sector awareness of social enterprise is providing new market opportunities. Campaigns like Buy Social are rapidly accelerating changes in business spend with social enterprise.

6



Business model adaptation and pivoting in time of crisis

Social enterprises have proven to be, on average, more adaptable and flexible than traditional business.

7



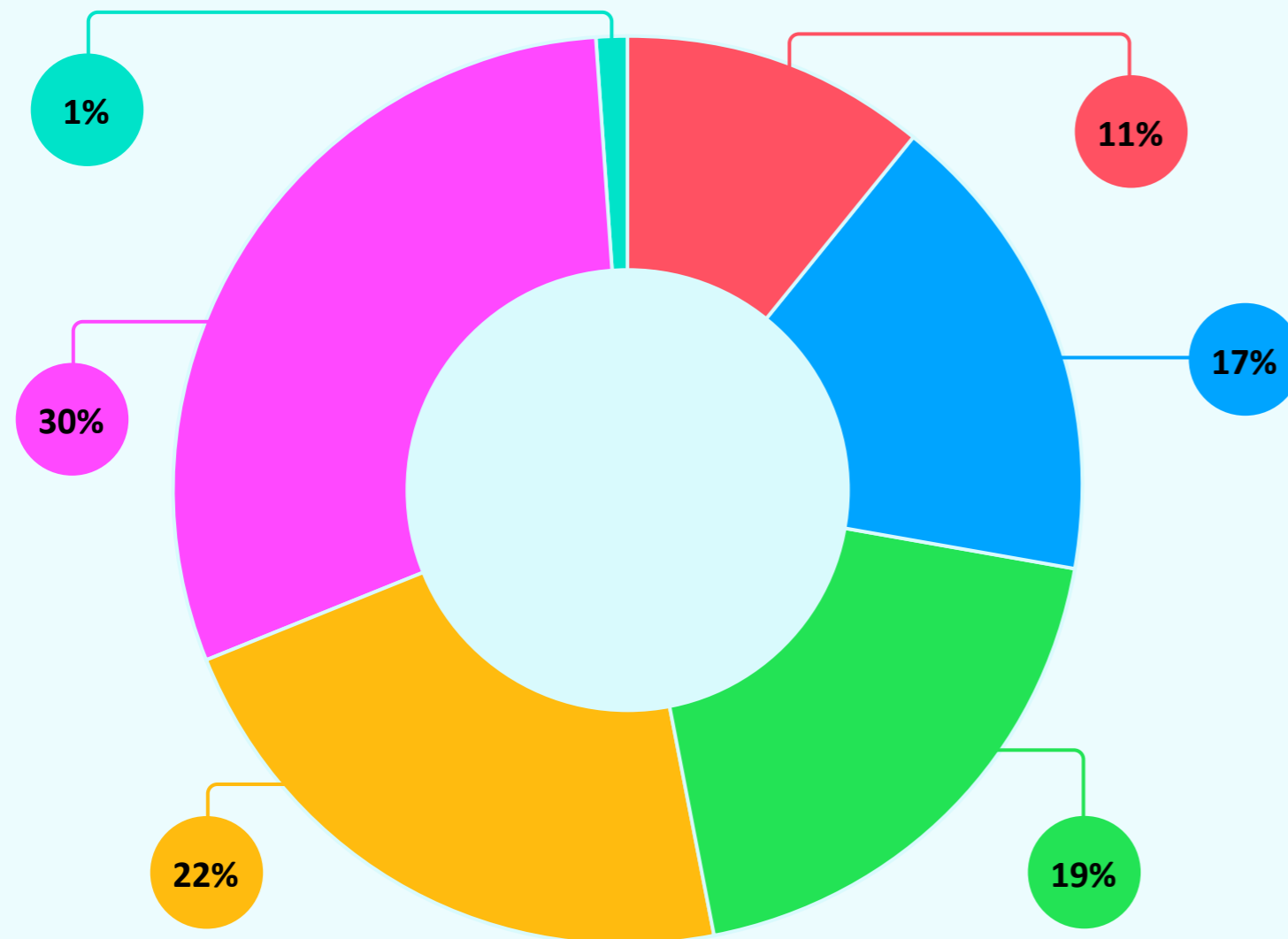
Partnerships with the public sector

Public support programs and social enterprises have proven they can act together in service of local communities.

SEWF continues to **feature these online** and examples include the New Zealand government contribution of NZ\$4.8 million appropriation for community grants to support innovative, community-led solutions that support local resilience.

4.3 Impact

It is important to understand the impact of convening the social enterprise movement and to understand the impressions SEWF Digital made on people not currently directly involved with social enterprise. The final survey results and polls inform these impressions and perspectives outlined below.



“79% of participants want to become more involved with the social enterprise movement after attending SEWF Digital”

When asked how they would like to be involved, **30%** of participants stated they will look for meaningful connections within the movement, **22%** said they will commit to campaigning efforts, **19%** affirmed they will promote social procurement by buying from social enterprises, **17%** said they will support social enterprises in other ways, and **11%** that they will start their own social enterprises. Only **1%** said they do not wish to be more involved.

Going forward

- Starting a social enterprise
- Supporting a social enterprise
- Buying from more social enterprises
- Campaigning for supportive social enterprise policy
- Connecting with others in the movement
- I do not want to get more involved

5. In the words of participants

5.1 Feedback

I thought it was a great conference. To reach that many people was brilliant. Really interesting speakers and events. Online/zoom stuff can be tiring but SEWF was very engaging. I loved the inclusivity of the time zones and the thought that clearly went into it all was immense.

Participant, England

I wanted to highlight that I especially loved the Networking + Marketplace feature of the forum- I thought it was such an innovative way to assist people in connecting in these less than ideal circumstances. I think the 3 minute "speed dating" style networking was so useful- and fun! I would love to see future events like that held with regards to Social Enterprises (especially in the social-distancing era) because I think it was brilliant and immensely helpful.

Participant, USA

The sessions I partook of were insightful and so are my new LinkedIn connections. Thank you again to SEWF & SAP! I appreciate.

Participant, Nigeria

You really did bring so many amazing humans together and it has been great to see that some things don't really change, pandemic or not!

Participant, Scotland

I was surprised by how much I enjoyed the digital format. The sessions felt more intimate and connected than seeing speakers up on stage. There were lots of opportunities to connect with speakers and with other participants. The speaker selection was fantastic.

Participant, Sri Lanka

I know we all missed seeing each other in person, sharing stories, meals, and cultural events together... bus rides, and hallways... but your ability to re-invent the event was nothing short of amazing... helping us across Canada to solidify relationships and sector recognition could not have been done more effectively...

Participant, Canada

I would love to explore more ways to actively collaborate with you all at SEWF.

Participant, Chile

Amazing to hear from so many inspirational social entrepreneurs responding with positivity & innovation in challenging times.

Participant, England

Thank you so much for your care and support recently and specifically today to enable to launch the inaugural European Social Enterprise Monitor at the Social Enterprise World Forum so nicely.

Participant, The Netherlands

It was a truly remarkable virtual experience. The sessions and the connections with people were great. It was just so good to be connected from afar.

Participant, Malaysia

Of course we all miss being together. But you did a great job in helping us to reconnect and it was a wonderful substitute and something we all needed so much.

Participant, UK

5.2 Quotes from speakers and participants

"Passion is the most motivating force. Then you figure out the tools around you to make something happen"

Nile Rodgers, USA

"Be the narrative. Be the leaders. Be the innovators"

Amonge Sinxoto, South Africa

"Balance your logical mind and your magical heart"

Yash Ranga, India

"I have seen far ahead on the shoulders of my mentors"

Mirabelle Morah, Nigeria

"Move from a moment to a movement"

Victor Beausoleil, Canada

"Do not work for gender, work with gender"

Tanzila Khan, Pakistan

"If you want to change the system you need to be part of the system"

Monique Lempers, Netherlands

"Social change can only travel as fast as trust"

Bec Scott, Australia

"Growing up we were taught, go to school and get a job, we need to teach children to go to school, start something...a business and solve a problem"

Lawrence Okettayot, Uganda

"There's a myth that social enterprise products are poor quality, we can bust that, and that they're more expensive - we can bust that myth too!"

Adaire Fox-Martin, Germany

"Fun spreads much more easily than outrage... humour over rumour"

Audrey Tang, Taiwan

"There's no we or they – it's on us – you don't need more than that to change the world"

Harish Hande, India



5.3 Social media engagement



Social media activity - SEWF Digital



314

posts



8,384

engagements



12,600

fans and followers



Rosary Coloma
@rosecoloma

Love that @_SEWF has gone online this year! Thanks to going digital, I am able to attend for the first time!
#SEWFDigital #SEWFDigital2020



Scot Gov Fairer
@ScotGovFairer

@ClydesdAileen joined the @_SEWF's virtual event & spoke about Scotland's ambitions to create a wellbeing economy.

@ScotGov will continue to engage public services & third sector projects to enable them to help support our communities.

Find out more bit.ly/3hYaegg



Scot Gov Fairer and 3 others



Jen Baughan
@JenBaughan

My kind of session - all about the #youngpeople. "Ensuring that young voices and solutions are included and supported" is something that @S4TP_BigIdeas is all about! Its been great to see so many young speakers
@_SEWF #SEWF2020



Karen Lynch
@KarenjaneLynch

Absolutely incredible experience for me speaking with @audreyt @_SEWF #SEWF2020 this morning. So much that the world and all #socent can learn about the incredible impact a #digital #inclusive #socent approach at the heart of nations progress. If you missed it, catch up at SEWF.

Frankly everyone's minds are being blown by the magnificent @audreyt talking about Humour over Rumour in Taiwan's #COVID response, incentivising and penalising companies towards social innovation, and rapping about #socent products - and that was just the first 5 minutes!





Erinch Sahan
@ErinchSahan

You must be a Social Enterprise to fully practice [#FairTrade](#). You need mission-primacy to embrace Fair Trade across your business and supply chains, regardless of whether consumers reward you or not. This is why [#socent](#) and [#PlanetFairTrade](#) come together!
[#SEWFDigital](#) [#SEWF2020](#)

Ben Christensen @BenChristensen_ · Sep 24

"The moment for bold and brave approaches" in Social Enterprise at [#SEWFDigital](#) this morning

Enjoyed the authenticity & passion from these people

@alexploeg, @SAP
@PeteHolbrook, @SocialEnt_UK
Swietenia Lestari, @DiversCleanAct
@ErinchSahan, @WFTO_FairTrade

[#SAP4Good](#) [#UNGA](#)



rebecca.white
@rebkawhite

'Stay true to who you are - especially in the business place - where the rules don't value place and community'
Clinton Schulz - [@SobahBeverages](#)

A brilliant round up of day two of the Social Enterprise World Forum Digital [@_SEWF](#) youtu.be/uDPZ9mW_98s

[#sewf](#) [#SEWFDigital](#)

Clinton Schultz, Sobah

To indigenous businesses around the world...

Stay true to who you are – especially in the business space where the rules don't value place and community.

We don't have to work that way.



_sewf
[@_SEWF](#)

LIVE SESSION: Victor Everhardt, [@AmsterdamNL](#) Deputy Mayor for Economic Affairs on the Doughnut Economy Model "Social enterprise brings new brains, new people, new business to our circular economy ... we need to connect this current crisis to what's next for our economy"



S4ES
[@S4ES1](#)

Wow!!! Thank you [@_SEWF](#) for hosting another amazing gathering of changemakers and innovators. And a BIG THANKS to all the speakers and participants, so glad it was all recorded! Will be inspired and guided by your words all year long [#SEWFDigital](#) [#SocEnt](#) [#Good4all](#) [#socialvalue](#)

6. Learning from SEWF Digital

6.1 Key learning points

Attendance

SEWF Digital allowed SEWF to test the readiness of the social enterprise sector to convene virtually. Attendance was higher than it has been for in-person events and feedback about virtual participation was very positive. SEWF will strive to continue growing its virtual engagement and is looking at developing a hybrid event model.

Attendance was more diverse than ever before but if SEWF is to increase the percentage of participants from low-income countries and underrepresented regions, the partnerships in key regions need to be developed to reflect this priority.

Youth attendance has been low at past SEWF events partially because it is expensive to engage unless located near or within the host country. Digital engagement was particularly effective for engaging young people and students: **30%** of attendees were under 30, with similar representation amongst speakers.

Programme

The global coverage of SEWF is critical to its identity as representative of the social enterprise movement; hosting a digital event in only one time zone would have been unthinkable. The event format and duration offered participants a wide choice of sessions and enabled participants to access live content during their day. However, as attendance was dispersed, this impacted on networking.

When in-person events resume, the event duration and programme will need to consider the needs of in-person attendees and digital participants. Participants liked the ability to engage with others from around the world and SEWF will work to enable all of the social enterprise movement to participate.

Convening

In general, the Hopin platform worked well and participants liked the virtual event platform features, although the marketplace and networking functions were underused. This will be addressed in future planning and scheduling.

SEWF adjusted session duration to suit digital engagement and also scheduled breaks between sessions. Different participant conditions apply when an event is running virtually and while SEWF will stay updated on best practice, it may be challenging to meet the different needs of in-person delegates and digital participants simultaneously.

SEWF Digital enabled national social enterprise networks to convene and connect. SEWF has an important role in facilitating and supporting that connection in the future.

Accessibility

One limit to diversity and accessibility of SEWF Digital was the lack of interpretation and closed captioning (CC). This made it difficult for non-English speakers and deaf people to participate, as all sessions but one were in English and only one session had sign language interpreting due to platform limitations. The virtual event platforms considered for SEWF Digital did not have integrated interpreting facilities and attempts to secure an affordable interpreting and CC option were unsuccessful in the time available. SEWF will examine options for both for its future digital events as it recognises this will increase accessibility and promote inclusion.

6.2 Applying the learning

Proposed convening model

SEWF will strive to incorporate digital engagement into all future events because the experience of having a wider range of voices contributing at SEWF Digital was powerful. SEWF is exploring models where some events would be exclusively virtual and others would combine in-person and digital participation.

Convening and engaging

SEWF is in discussion with event hosts for 2021 and 2022 on the logistics of locating each event in the host country and online simultaneously. A delivery model based on an early session and late session approach is now being explored.

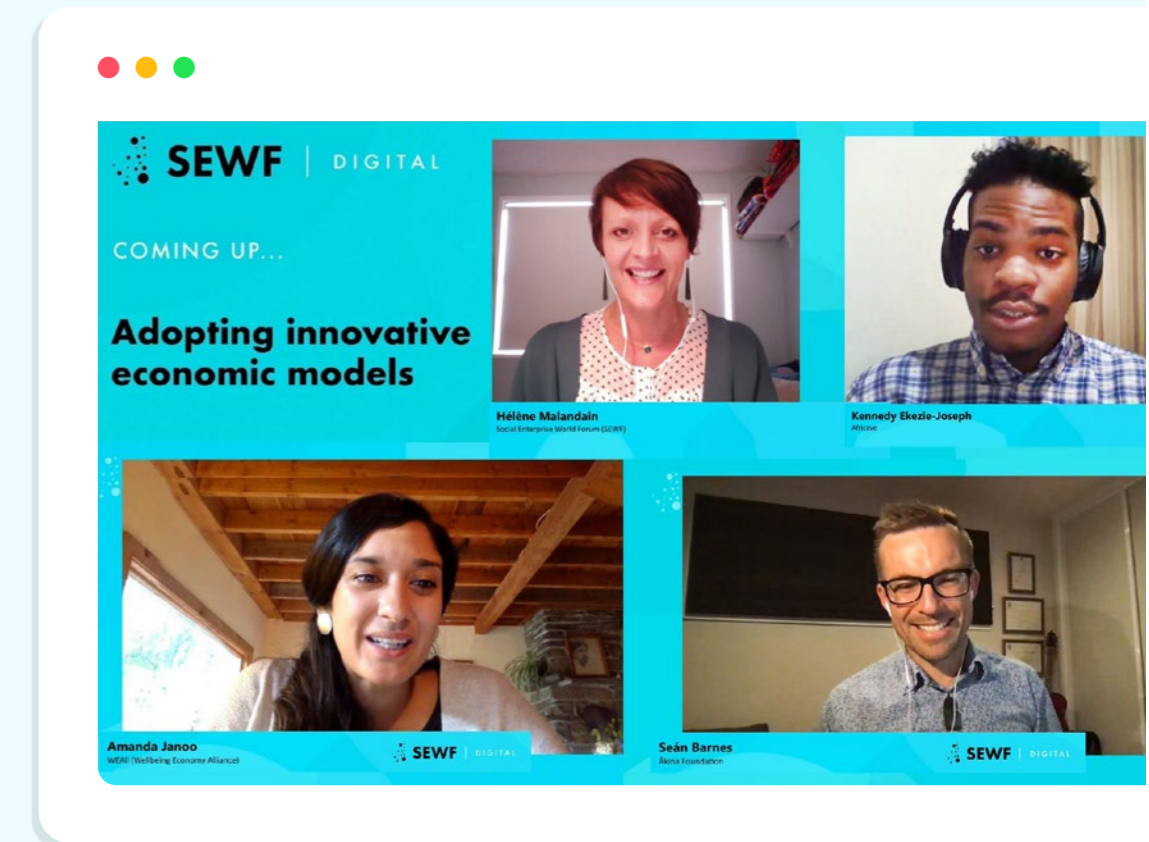
Community Hubs were planned for SEWF Digital but were limited due to COVID-19. SEWF recognises that concept may be attractive as pandemic restrictions are lifted and should be considered as part of future events as they blend in-person and digital engagement. For delegates, they have the potential to create an interactive experience while having the benefits of both in-person networking and online participation including chat and questions. The model also addresses signal and bandwidth issues as the Community Hubs would likely have stronger Wi-Fi and less variability than those participating from home and smaller offices.

SEWF sees the Community Hub model as having both rural and urban applications. It could have special significance in countries where social enterprise is emerging, as the discussion will help to contextualise the larger event in a localised setting. SEWF will strive to develop a Community Hub network in consultation with supportive sponsors and regional partners.

Partnerships

SEWF is developing a new event management and sponsorship model to reflect SEWF's investment in digital systems and capacity. The regional and promotional partnerships created for SEWF Digital will be further developed in areas where social enterprise is emerging or among target groups not engaging with social enterprise. SEWF will also aim to establish a broader range of partnerships to add depth to the attendance beyond the countries that traditionally participate.

SEWF will use its licensed virtual event platform to host thematic and potential inter-regional events that contribute to the social enterprise movement. This calendar of complementary activity will emerge from dialogue between SEWF and national networks and regional partners.



Engaging Young People

SEWF is committed to ensuring engagement and inclusion of young people as speakers and participants at in-person events. We will also work with partners and sponsors to create youth-focussed digital bursary funds.

SEWF recorded content will be used to inform social entrepreneurs and inspire social change as the video resource expands every September. SEWF will work with Social Shifters to engage young people with social enterprise stories using current and future video content.

Programme

Some delegates observed that attending a session virtually was a more inclusive experience because of the chat function, which allows participants to comment, pose questions, and share information in a manner that would be impossible at a traditional event. While in-person networking has a clear advantage over virtual contact, it is possible that digital sessions on a multi-feature conference platform will overtake in-person sessions in popularity. SEWF will work on session format, user guidance, and technical development to fully utilise the features of digital event platforms.

COVID-19 will continue to have a major influence on the work that social enterprises do into 2021 and beyond. When economies begin rebuilding, some social enterprises and their support agencies will find themselves marginalised and discarded in the rush to return to the normality of economic systems that are unduly influenced by corporate interests. In other cases, social enterprises will have opportunities to be involved in planning for sustainable local economies. SEWF has a role in advocacy and sharing best practice to ensure that social enterprise voices are part of global recovery and future SEWF event programmes will allow for exchange of experiences, good and bad, to support social enterprises to create a global impact economy.

SEWF would like to express sincere appreciation to;

- the **234** speakers who made the event such a showcase of excellence and best practice;
- our sponsors who invested so generously to enable SEWF to host the largest and most diverse event to date;
- our Regional and Promotional Partners who mobilised their members to create a truly global gathering;
- our Global Partner, SAP, whose commitment and support gave us the confidence to take risks;
- all SEWF participants for your work to create a global impact economy;
- our Board of Directors for providing leadership and support;
- Elisabetta Pontello for her work in supporting SEWF with this report;
- and our small, but mighty, events team led by Helen Harvey.


"thank you"

MONDAY 21 SEPTEMBER



1 Social procurement in action

10 Mentorship

11 Conn

To continue engaging with SEWF Digital, watch our recorded content here!



View the SEWF Digital wrap video from Digital Storytellers here!



Thank you to all our Sponsors

PLATINUM



GOLD



SILVER

