



SECOND SEAL CONFERENCE and ISEA REGIONAL ASSEMBLY
“Social Enterprise: Addressing Inequality for a Just Economy”
A Learning Exchange on SE Impacts and SDGs

I. BACKGROUND

The First Social Enterprise Advocacy and Leveraging (SEAL) Conference and ISEA Regional Assembly was held in Makati, Philippines on November 25-27, 2014. The theme of the conference was Transforming Economies through Social Entrepreneurship: Towards a Post-2015 Development Agenda. Inspired by an ISEA-Oxfam action research on the role, challenges and potentials of social enterprises in developing countries in Asia, the First SEAL Conference recognized the importance of social enterprises, particularly social enterprises with the poor as primary stakeholders (SEPPS), in playing an important role as vehicles for creating and distributing wealth among the poor; and for building the assets, capabilities and self-reliance of marginalized sectors as actors in their own development. The participants committed themselves to building a vibrant social enterprise sector empowering the poor as stakeholders in sustainable, inclusive, and gender-transformative economic development. Toward this end, they resolved to build a strong learning community of social enterprises and support institutions to effectively address common internal and external challenges of social enterprises. They also resolved to engage local and national governments and inter-governmental bodies at the sub-regional, regional and global levels to work for an enabling policy environment and ecosystem supportive to building a vibrant social enterprise sector as a key element in the pursuit of a post-2015 Development Agenda.

The First ISEA Regional Assembly resolved to hold the Second SEAL Conference and ISEA Regional Assembly in 2017 in Bali, Indonesia. A Regional Steering Committee was set up and is co-convened by Bina Swadaya Founding Chairperson and ISEA Co-Convenor Pak Bambang Ismawan and ISEA President Dr. Marie Lisa Dacanay. A Local Organizing Committee, composed of ISEA members and partners in Indonesia, with Bina Swadaya and Dompot Dhuafa playing key roles, was also set up.

After a consultation process involving ISEA stakeholders, it was resolved that the Second SEAL Conference and ISEA Regional Assembly shall be held in **Bali, Indonesia** on **September 26-30, 2017**. The theme agreed upon, as a follow-up to the First SEAL Conference, is ***Social Enterprise: Addressing Inequality for a Just Economy*** and shall serve as a venue for ***Learning Exchange on Social Enterprise Impacts and the Sustainable Development Goals***.

Expected participants are 100 members and partners of ISEA and key stakeholders supporting the social enterprise sector in the region and various countries in Asia including Indonesia, the Philippines, Thailand, Vietnam, Myanmar, Cambodia, Singapore, India, Bangladesh, Nepal, Japan, South Korea and China.



The Second SEAL Conference is partially supported by the Japan Foundation – Asia Center as part of Measuring Social Enterprise Research Exchange and Learning in Asia. It is also supported by Oxfam and the Government of Sweden (SIDA) as part of Promoting Social Enterprises in Gender transformative and Responsible Agribusiness Investments in Southeast Asia. The action research outputs from both projects being implemented by ISEA and its partners shall be presented as inputs during the Second SEAL Conference towards developing a social enterprise sector agenda in response to the challenges of measuring social enterprise impacts, developing and promoting benchmarks based on best practices of social enterprises and engaging relevant stakeholders to contribute to the Sustainable Development Goals.

In 2016 and in keeping with the resolutions of the First SEAL Conference, the Philippine Social Enterprise Network and ISEA led efforts to set up a Social and Community Enterprises Constituency, as part of the Asia Pacific Regional CSO Engagement Mechanism (AP-RCEM) that engages the United Nations System on the Sustainable Development Goals. During AP-RCEM in 2016 and 2017, the Social and Community Enterprises Constituency was convened and made proposals for social entrepreneurship as a major multi-stakeholder platform to make the SDGs matter to the poor in the region. However, much needs to be done to ensure that the Constituency's proposals are effectively heard and considered by UNESCAP and the Asia Pacific Forum on Sustainable Development (APFSD). The Second SEAL Conference also hopes to contribute to addressing this challenge.

II. OBJECTIVES AND KEY ACTIVITIES

The Second SEAL Conference and ISEA Regional Assembly have the following key objectives:

- a) Provide a forum for discussion and dialogue on the role of social enterprises in advancing the Sustainable Development Goals, with a focus on addressing inequality for a just economy;
- b) Provide a venue for the sharing of research results and experiences on measuring social enterprise impact and developing benchmarks based on best practices of social enterprises;
- c) Provide opportunities for learning about social entrepreneurship and social enterprise models that address inequality for a just economy in Indonesia and beyond;
- d) Consolidate ISEA as a regional network enabling the social enterprise sector as a key player in addressing inequality for a just economy in Asia.

Towards this end, the SEAL Conference shall feature the following:

- Engaging government and the UN system in dialogues on social entrepreneurship and the role of social enterprises in advancing the SDGs
- Learning exchanges and agenda building on responding to the challenge of measuring social enterprise impact



- Discussion and agenda building on the Benchmarks for Transformational Partnerships that Impact on Women and Men Small Scale Producers in Agricultural Value Chains
- Plenary and field visit showcasing social entrepreneurship models that address inequality for a just economy in Indonesia and beyond
- Informal exchanges and networking among practitioners, enablers and supporters of social entrepreneurship in Asia

The Second Regional Assembly of ISEA shall feature:

- Review of accomplishments and challenges faced since 2014
- Formulation of a 3-year agenda for ISEA
- Reaffirmation and acceptance of membership
- Election for its regional governance structure
- Setting of the Third SEAL Conference and Regional Assembly

III. Program

Time	Activities
Day 0, 26 September 2017 Welcome Dinner	
09:00 -19:00	Arrival of Participants: Ngurah Rai Airport: Transfer from Airport to Hotel
19:00-21:00	Welcome Dinner
	Cultural Performance
Day 1, 27 September 2017 Opening Program and Plenary on Social Enterprises and the SDGs Learning Exchange on Measuring Social Enterprise Impact	
08:00 - 09:00	Registration and Preliminaries
09.00 – 10.30	Opening Program
	Conference Overview, Program Orientation & Acknowledgement of Participants Ms. Rini Supri Hartanti Director, Dompot Dhuafa Philantropy/ Conference Local Organizing Committee
	Welcome Speech: Mr. Bambang Ismawan Founding Chair, Bina Swadaya SEAL Conference Convenor
	Welcome Address: Drs. I Nyoman Wenten Head of Social Department Province of Bali, Indonesia

Time	Activities
	Inspirational Speeches from Conference Sponsors Ms. Mari Hiruta Representative, Japan Foundation Asia Center Assistant Director, Japan Foundation Jakarta Mr. Budi Kuncoro Representative, Oxfam Country Director, Oxfam in Indonesia
	Keynote Address: Minister Eko Putro Sandjojo Ministry of Villages, Indonesia
10.30 – 10.45	Coffee/Tea/ Networking Break
10.45 – 12:30	Opening Plenary: Social Enterprises and the SDGs Ms. Marta Pérez Cusó Economic Affairs Officer United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) Mr. Isagani Serrano President Philippine Rural Reconstruction Movement (PRRM) Dr. Marie Lisa Dacanay President Institute for Social Entrepreneurship in Asia (ISEA) Open Forum Moderator: Mr. Gomer Padong Philippine Social Enterprise Network Focal Point Social and Community Enterprises Constituency Asia-Pacific Regional CSO Engagement Mechanism (AP-RCEM)
12.30-13.30	Lunch Break

Time	Activities
<p>13:30-15:15</p> <p>13:30-15:15</p>	<p>Parallel Sessions on Sharing of Experiences and Research Results on Measuring Social Enterprise Impact and Evaluating the Performance of Social Entrepreneurship Initiatives, Part I</p> <p><i>Parallel Session A1: Development Indexing and Other Tools for Evaluating the Qualitative Impact of Social Entrepreneurship Initiatives</i></p> <p>*Applying Development Indexing to BUMDes in Batang, Central Java (Indonesia) Ms. Ayu Bulan Staff, Bina Swadaya Konsultan</p> <p>*Crafting a Development Index to Measure the Impact of Gandang Kalikasan/Human Nature on Workers from Marginalized Communities (Philippines) Mr. John Michael Go Social Enterprise Development Head Human Nature (Gandang Kalikasan, Inc)</p> <p>*The Bamboo Ladder Approach as Impact Measurement Tool of the Population and Community Development Association (Thailand) Mr. Wilas Lohitkul, President Mr. Wolfgang Frank, Senior Advisor Population and Community Development Association (PDA)</p> <p>Moderator: Dr. Marie Lisa Dacanay President, ISEA</p>
<p>13:30 - 15.15</p>	<p><i>Parallel Session A2: Tools for Measuring the Social and Financial Value Generated by Social Enterprises</i></p> <p>*Measuring the Impact of Teuk Saat 1001's Safe Drinking Water Initiative on Children (Cambodia) Mr. Lo Chay Executive Director, Teuk Saat 1001</p> <p>*Applying BIA and SROI to Measure the Impact of Social Enterprises: Cases of Fullness Hair Salon and Fullness Auto Service Centre (Hong Kong)</p>

Time	Activities
	<p>Dr. Terrence Yuen Executive Director, Hong Kong Institute of Social Impact Analysts</p> <p>*Measuring the Social and Financial Value Created by the Lim Lae Tanon Kon Dern Walking and Art Street (Thailand)</p> <p>Ms. Pareena Prayukvong Secretary, The Network for Sustainable Development Association</p> <p>Moderator: Prof. Ronald Chua Asian Institute of Management (AIM)</p>
15:15 – 15:30	Coffee/Tea/ Networking Break
15:30-17:15	<p>Parallel Sessions on Sharing of Experiences and Research Results on Measuring Social Enterprise Impact, Part II</p>
15:30-17:15	<p>Parallel Session B1: Tools for Measuring the Effectiveness and Performance of Social Entrepreneurship Interventions</p> <p>*Tracking the Performance and Impact of WEAVE in Implementing the Ten Fair Trade Principles Among Women Refugees in the Thai Myanmar Border (Thailand)</p> <p>Ms. Maria Vitacion Urgel Executive Director, Women’s Education for Advancement and Empowerment (WEAVE) and World Fair Trade Organization Asia (WFTO- Asia)</p> <p>*Using People, Planet and Profit Criteria in Assessing FSSI’s Performance Across Two Strategic Periods (Philippines)</p> <p>Ms. Agnes Bolanos, Board Member Mr. Jay Berthram Lacsamana, Executive Director Foundation for Sustainable Society, Inc. (FSSI)</p> <p>*Measuring Effectiveness: Kopernik’s M&E Insights from Last Mile Communities in Indonesia</p> <p>Ms. Sarah Wilson, Program Manager, KOPERNIK</p> <p>Moderator: Prof. Ronald Chua Asian Institute of Management</p>
15:30-17:15	<p>Parallel Session B2: Strengths and Limitations of SROI as Evaluation Tool for Social Enterprises</p>

Time	Activities
	<p>*Application of SROI and SLIA to Measure Impact: Case of Dompot Dhuafa (Indonesia) Mr. Kuswolo Darmo Business Manager, Karya Masyarakat Mandiri Dompot Dhuafa Philanthropy</p> <p>*SROI as a Tool for Evaluating and Enhancing Social Enterprise Performance (Japan) Mr. Ken Ito Executive Director, SROI Network Japan</p> <p>*Applying SROI to Assess PlayMoolah's Programs in Promoting Financial Literacy Among Children, Youth and Adults (Singapore) Prof. Albert Teo National University of Singapore</p> <p>Moderator: Ms. Ana Marina Tan Director, Ateneo Center for Social Entrepreneurship</p>
17:15 – 18:45	<p>Plenary II: Measuring the Impact and Performance of Social Enterprises and Social Entrepreneurship Interventions</p> <p>Presentation of Lessons and Insights from Cases: 15 Minute Reports from Parallel Sessions by Appointed Representatives Open Forum and Discussion on Building a Learning Community for Measuring the Impact and Performance of Social Enterprises and Social Entrepreneurship Interventions</p> <p>Moderator: Prof. Albert Teo National University of Singapore</p>
18:45	End of Day 1
<p>Day 2, 28 September 2017 Plenary Sessions on Addressing Inequality for a Just Economy Second ISEA Regional Assembly</p>	
08:00 -08:30	Preliminaries
08:30– 10:00	<p>Plenary III –Addressing Inequality for a Just Economy: Benchmarks for Transformational Partnerships that Impact on Women and Men Small Scale Producers in Agricultural Value Chains</p> <p>Presentation on Benchmarks Dr. Marie Lisa Dacanay Project Director ISEA-Oxfam PROSE-GRAISEA Project</p>

Time	Activities
	<p>Panel of Reactors:</p> <p>Ms. Pham Kieu Oanh Executive Director Center for Social Initiatives Promotion Vietnam</p> <p>Ms. Jocelyn Villanueva Market Systems and Women's Economic Empowerment Adviser Oxfam GB</p> <p>Open Forum and Discussion of Action Plans</p> <p>Moderator: Mr. Sunit Shrestha Executive Director, Change Fusion, Thailand</p>
10:00 -10:15	Coffee/Tea Break
10:15 – 12:00	<p>Plenary IV- Addressing Inequality for a Just Economy: Lessons from Social Entrepreneurship Models in Indonesia</p> <p>Panel of Speakers: Mr. Bayu Krisnamurthi Incoming Executive Chairperson Bina Swadaya Foundation</p> <p>Mr. Yudha Abadi Program Director, Dompot Dhuafa Philanthropy</p> <p>Mr. Anton Soejawo Director, Yayasan Dian Desa</p> <p>Open Forum</p> <p>Moderator : Mr. Romi Cahyadi Chief Executive Officer, UnLtd Indonesia</p>
12:00 -13:00	Lunch Break
13:00 -13:30	<p>Presentations from Conference Sponsors</p> <p>Ms. Siti Mulyani Program Development Division Head Rumah Zakat</p>

Time	Activities
	<p>Ms. Gayatri Syafri Public Affairs & Relations Officer General Affairs, PTTEP</p>
13:30 -15:15	Workshop on Conference Declaration and Ways Forward
15:15 – 16:45	<p>Closing Plenary and Program</p> <p>Presentation of Workshop Results on the Conference Declaration & Ways Forward/ Resolutions</p> <p>Closing Address Dr. Luis Dumlao Dean, Ateneo de Manila University- John Gokongwei School of Management (ADMU-JGSOM)</p> <p>Acknowledgements and Announcements by Local Organizing Committee</p> <p>Moderator: Prof. Ronald Chua Asian Institute of Management (AIM)</p>
16:45 – 17:00	Coffee/Tea/Networking Break
17:00 – 18:30	ISEA Second Regional Assembly (for ISEA members and partners)
18:30 -19:30	Break for Muslim Prayer/ Dinner
19:30 – 20:30	Continuation of ISEA Second Regional Assembly (for ISEA members and partners)
<p>Day 3, 29 September 2017 Field Visit</p>	
07.00-20:00	<p>Social enterprise field visit Muntigunung Community Social Enterprise, Bali (Including Dinner)</p>
<p>Day 4, 30 September 2017 Departure of Participants</p>	