



**SOCIAL ENTERPRISES IN AN EVOLVING ECONOMY:  
FROM NON-PROFIT ORGANISATIONS TO SOCIAL ENTERPRISES**

**International Conference organised by the OECD LEED Programme,  
the Ministry of Labour, Family and Equal Opportunities and  
the Ministry of SMEs, Trade, Tourism and Liberal Professions  
in partnership with *World Learning for International Development, the Civil Society Development  
Foundation and the European Center for Not-for-Profit Law*  
with the support of *USAID***

**Bucharest, Romania  
13 June 2007**

**Rationale**

Social enterprises and non-profit organisations are gaining visibility and achieving positive results in the struggle against poverty and exclusion in OECD Member and non-member countries. Governments use them as part of their active labour market programmes and social policy tools, mainly targeted at disadvantaged populations. Local authorities also support creation and development of social enterprises to pursue social inclusion objectives at local level, and often work in partnership with them and other forms of non-profit organisations for the delivery of social, welfare and community services.

In some countries where social enterprises are well-established, new developments have occurred recently, with potentially large impacts on the future of social enterprises. New legislation has been enacted in Italy and the United Kingdom, opening up new avenues for social enterprises. The outcomes of these reforms are of great interest to many countries where social enterprises have not reached the same degree of maturity.

For countries less well-acquainted with social enterprises, such as countries in Central and Eastern Europe, the emergence and use of this instrument of social inclusion still raise challenges. Important progress is being made with civil society development and civic engagement, which are key ingredients for social enterprise development, but much remains to be done. As a result, social enterprises are not as effective as they could be and their potential in bridging social and economic goals and increasing democratic participation is not fully exploited.

This conference will discuss the current policy framework and recent developments pertinent to social enterprises in the OECD, and explore the potential of social enterprises in Central and Eastern European countries and in Romania in particular. Special attention will be paid to ways to create an enabling environment for social enterprises. To what extent do social enterprises present an opportunity for post-transitional economies? What steps need to be taken to secure an environment conducive to social enterprises? What is the role of national and local governments to foster social enterprise development?



Ministry of  
Labour,  
Family and  
Equal  
Opportunities



ROMANIA CIVIL SOCIETY STRENGTHENING PROGRAM (RCSS)

PROGRAMUL  
DE CONSOLIDARE A  
SOCIETATII CIVILE  
DIN ROMANIA



WORLD LEARNING  
for INTERNATIONAL  
DEVELOPMENT



EUROPEAN  
CENTER FOR NOT-  
FOR-PROFIT LAW



Fundația pentru  
Dezvoltarea  
Societății  
Civile

The conference will also focus on the role of the social enterprise sector in delivering social services and on the crucial aspect of financing non-profit organisations committed to the welfare mix. The major obstacles and challenges which the sector faces will be presented: How to engage with the public and private sectors to foster a model of welfare mix? How to ensure that quality standards are guaranteed in the delivery of social and community services? How to foster users' involvement in the decision-making process? How to identify and secure financial streams?

The conference will be a unique opportunity to discuss social enterprises' new developments and to challenge their evolution in OECD Member and non-member countries.

The working languages will be English, French and Romanian.

For further information, contact Antonella Noya, Policy Analyst (Social Innovations and Social Inclusion), [antonella.noya@oecd.org](mailto:antonella.noya@oecd.org).

### **Conference venue**

J.W. Marriott Bucharest Grand Hotel  
Calea 13 Septembrie No. 90  
050726 Bucharest 5  
Romania  
[www.jwmarriott.ro](http://www.jwmarriott.ro)

### **Conference registration**

To register for the conference, participants should contact:  
Ms Irina Valcu  
Civil Society Development Foundation Romania  
[irina.vilcu@fdsc.ro](mailto:irina.vilcu@fdsc.ro)  
Tel: +40 21 310 0177  
Fax: +40 21 310 0180

### **Hotel accommodation**

Participants should contact [office@tourneo.ro](mailto:office@tourneo.ro) (mentioning that they will attend the OECD event) if they wish to stay at the following hotels:

Hotel Ibis Parlament 3\* - *EUR 90/single/night, VAT, local taxes and breakfast included*  
[www.hotel.ibis.parlament.tourneo.ro](http://www.hotel.ibis.parlament.tourneo.ro)

Hotel Parliament 4\* - *EUR 100/single/night, VAT, local taxes and breakfast included*  
[www.hotel.parliament.tourneo.ro](http://www.hotel.parliament.tourneo.ro)

Ms. Mihaela Ion  
Reservations Department  
Tel: +40 21 411 6618  
Fax: +40 21 411 6648  
mobile +40 725 15 1515  
[www.tourneo.ro](http://www.tourneo.ro) / [office@tourneo.ro](mailto:office@tourneo.ro)

Participants wishing to stay at the following hotel should contact them directly:

J.W. Marriott Bucharest Grand Hotel – *EUR 285/night, VAT, local taxes and breakfast included.*  
*Rate available until 1 June 2007*  
Tel: +40 21 403 0000  
Fax: +40 21 403 1001  
Address: Calea 13 Septembrie No. 90, 050726, Bucharest 5, Romania  
[www.jwmarriott.ro](http://www.jwmarriott.ro)

**DRAFT AGENDA**  
**WEDNESDAY, 13 JUNE 2007**

*Chair: Christina Iova, Romanian Ministry of Labour, Family and Equal Opportunities*

9.00-9.40 **Welcome remarks and opening**

Mr Jean François Rocchi, Chair, LEED Directing Committee

Mr Paul Pacuraru, Minister of Labour, Family and Equal Opportunities, Romania

Representative from the Ministry for SMEs, Commerce, Tourism and Liberal Professions

Mr Thomas Mefford, Deputy Assistant Administrator for E&E, USAID (tbc)

**SESSION I: SOCIAL ENTERPRISES: NEW OPPORTUNITIES AND NEW DEVELOPMENTS**

9.40-10.00 **Social enterprises: a North American perspective**

Margie Mendell, Concordia University, Montreal, Canada

10.00-10.20 **Developments in the social enterprise sector in Western Europe**

Roger Spear, Open University, United Kingdom

10.20-10.40 **Social entrepreneurship in designing and delivering social and community services**

Giulia Galera, ISSAN, Italy

10.40-11.00 **Questions and answers**

11.00-11.30 *Coffee break*

**SESSION 2: BUSINESS DEVELOPMENT STRATEGIES AND TOOLS**

*Chair: Ann Van Den Cruyce, Head, Division of Employment Policy, Department of Work and Social Economy, Flanders Region, Belgium*

11.30–11.50 **How to create an environment conducive to social enterprises?**

Peter Lloyd, independent consultant, United Kingdom

11.50–12.10 **How to finance the social enterprise sector: first results of a national study on self-financing strategies of NGOs in Romania**

Ancuta Vamesu, World Learning

Ana Negriila, Enterprise Development Manager, NESsT

12.10 - 13.00 **Round Table: ‘Support tools and strategies for social enterprise development’**

*Moderator: Peter Lloyd*

Dorotea Daniele (DIESIS)

Ana Sastre (CEPES)

Jérôme Faure (DIESES)

Jan Pakulski (World Bank)

Daniela Nedelcu, Ministry of Labour, Family and Equal Opportunities

Cristian Ispas, Director, Motivation Foundation

Doina Danciu, Romanian Social Development Fund

13.00-14.30 *Lunch*

**SESSION 3: THE SOCIAL ENTERPRISE SECTOR AND DELIVERY OF SOCIAL SERVICES: CHALLENGES AND OBSTACLES TOWARDS A WELFARE MIX APPROACH**

*Chair: Margie Mendell, Concordia University, Montreal, Canada*

14.30-14.50 **Social enterprise in OECD Member countries: what are the financial streams?**

Margie Mendell, Concordia University, Montreal, Canada

14.50-15.10 **Delivering social and community services through the social enterprise sector in Romania: what are the challenges?**

Octavian Rusu, Civil Society Development Foundation

15.10-15.30 **Experience of the new member states in developing and financing social enterprises**

Nilda Bullain, European Center for Not-for-Profit Law

15.30-15.50 **Italian social co-operatives in the field of social service delivery: some good practices**

Flaviano Zandonai, Gruppo Cooperativo, CGM, Italy

15.50-16.30 **Questions and answers and debate**

16.30 -17.00 *Coffee break*

17.00-17:15 **Conclusions from the discussions**

Margie Mendell, Concordia University, Montreal

17.15-17:30 **Closing remarks**

Sergio Arzeni, Director CFE, OECD

Representative from the Romanian Government

Ionut Sibian, Civil Society Development Foundation

17.30 **Close of the conference**