



Soul of the Next Economy Forum 2015

September 25-26, 2015 at Ambrose University, Calgary AB

Forum Notebook



This day would not be possible without the generosity and support of all our sponsors and hosts. Thank you for dedicating your time and resources to planning and implementing this day!

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Welcome to the Soul of the Next Economy Forum 2015!



This is an exciting opportunity to have Calgary's business leaders and potential leaders learn about social stewardship, locally and around the world. I look forward to dynamic session discussions and encourage attendees to ask questions and take advantage of the opportunity for face-time with thought leaders.

This forum allows businesses to understand differing priorities of multiple stakeholder groups and develop or bolster existing CSR strategy representative of those priorities. Over the next two days, I hope you are inspired by the knowledge shared and come away with the understanding that corporate social responsibility and triple bottom line practices don't impede business but rather enhance business outcomes.

Trevor Haynes
Chairman, President & CEO, Black Diamond Group



Since our humble inception nearly 10 years ago, the Fig Tree Foundation has been always been about catalyzing collaboration between like-minded individuals and organizations to create lasting change in our world.

Fig Trees' involvement in the 2015 Soul of the Next Economy is no different. We believe that business development and business-like approaches to international development can greatly improve the quality of our assistance and interactions with those in the South.

For nearly a decade we've been challenging ourselves and our stakeholders to look at, and improve the way in which we interact with those who live in poverty around our world. Challenging ourselves to be part of the solution and not part of the problem and understand that good intentions are not always enough!

We hope that those of you in attendance will take the opportunity to meet with others from our great city to learn and to explore how all sectors can collaborate with each other to achieve more justice, safety and freedom for all peoples of this world. Enjoy the Forum!

Paul Gomes, Executive Director, Fig Tree Foundation

Welcome to the 2015 Forum!

We are privileged that you've decided to join with fellow business people, social entrepreneurs, nonprofit workers, students, academics, and community members in this year's Forum hosted at Ambrose University.

This event is about collaboration. It is a partnership with valued colleagues from the Figtree Foundation, Vibrant Communities Calgary, the Black Diamond Group, and the Calgary Chamber of Commerce, as well as the many presenters this weekend that have made the Forum possible. And yet, this is only the tip of the iceberg for what could come.

The Forum is about possibilities. It is about fostering an environment of collaboration where we can dream of futures where poverty has been eradicated, where we sustainably serve as "stewards" to the incredible natural resources we have been blessed with, and where families thrive and flourish.

The many speakers and sessions provide each of us with a canvas upon which to begin imagining new ways of working together and of designing solutions with individuals or organizations that may be outside our normal circle of contacts. I would encourage everyone to reach out to someone new. If you're a businessperson, approach a social entrepreneur or a student. Attend the Saturday sessions. If you work for a nonprofit organization, speak to someone from industry or from academia.

Then, make a plan to continue that dialogue after the 26th. Ask someone else from another circle to join you. Pretty soon, it may develop a life of its own.

Prepare to dream. Prepare to learn. Prepare to grow.

We're glad you're with us.



Randy Poon
Associate Professor & Business Chair
Ambrose University

Thank you for coming out to the Soul of the Next Economy forum.



At Vibrant Communities Calgary we work together with multiple stakeholders to address the root causes of poverty in our city.

Over the years, we have begun to see poverty reduction emerging as a result of employers and employees working together - as employers discover that it is in their best interest to treat their staff well and pay them a wage they can live on. Although counter intuitive, more and more we now know that it is completely possible for businesses to achieve a strong triple bottom line - social, environmental and financial - but this happens over time and first requires rethinking business models and pay structures.

The "Soul of the Next Economy" is a phrase that describes a journey. The ideas that will be explored at this forum point towards a very conscious form of capitalism that enables businesses to look after all their stakeholders. Only when businesses adopt that mindset do they achieve true long-term sustainability with the potential of transforming the future of business.

I look forward to learning and growing together over the next two days.

Franco Savoia, Executive Director
Vibrant Communities Calgary

Poverty is the worst form of
violence.

- Mahatma Gandhi

It has been a privilege to provide leadership to the planning committee for the Soul of the Next Economy Forum 2015. It has been an honour to interact both with the committee members and with the various presenters, panel members, keynote speakers, sponsors, exhibitors and others involved in the process as we have prepared for the Forum.



The time has now come to:

- *learn* about current trends and best practices
- *network* with peers and industry experts
- *share* best practices and future directions in social enterprise, sustainable development and corporate social responsibility, both locally and globally.

Thank you for joining the conversation on how we can come together from various sectors and work together to make Calgary and our world a better place.

Angie Redecopp
 Forum Committee Chair
 Ambrose University & International Justice Mission Canada

As you begin your time at the Forum, please give some thought to what you hope to accomplish over the next day and a half...

Things you would like to learn more about...

People you would like to connect with...

Below is a basic overview of the Forum.
 A detailed schedule is provided on the next page.

Friday Sept 25

12:30pm	Registration
1:30pm	Executive CSR Roundtable <i>(please be seated by 1:15pm)</i>
3:30pm	Exhibits
4:00pm	Plenary #1
5:00pm	Reception & Exhibits
6:00pm	Poverty Inc. Film Screening

Saturday Sept 26

8:00am	Refreshments & Exhibits
8:30am	Plenary #2
9:45am	Break-out Session A
11:00am	Break-out Session B
12:15pm	Buffet Lunch
1:30pm	Lion's Den Social Innovation Challenge*
2:00pm	Break-out Session C*
3:00pm	Wrap-Up Plenary
3:30pm	Networking & Exhibits

* These sessions occur concurrently. Please choose to attend one OR the other.

FORUM SCHEDULE

Friday Sept 25

12:30 - 1:30pm	Registration	
1:30 - 3:30pm	Executive CSR Roundtable with	M. Jean Charest <i>(please be seated by 1:15pm)</i>
3:30 - 4:00pm	Exhibits	
4:00 - 5:00pm	Plenary #1 - The Future of Responsible	Business with Jeffrey Hollender
5:00 - 6:00pm	Reception &	Exhibits
6:00 - 7:30pm	Poverty Inc.	Film Screening

Legend

CSR
Development
Collaboration
Social Enterprise

Saturday Sept 26

8:00 - 8:30am	Reception &		Exhibits			
8:30 - 9:30am	Plenary #2 - Community Development &		Social Innovation with Carol Anne Hilton			
	Airhart Left	Airhart Right	Room A2241	Room A2133	Room A2131	Room A2210
9:45 - 10:45am	Social Enterprise Continuum	CSR in Downturn	Bridging the Gap Between CSR & CSV	Microfinance & Beyond	Economic Soul and Faith - Exploring the Connection	Indigenomics Workshop
11:00 - 12:00pm	Government's Role in a Changing Environment	Sustainability Defined: The Foundation of a Purpose-Driven Organizational Culture	Conscious Compensation	Advancing Social Innovation	Canadian Poverty & Collaboration	Research Corner
12:15 - 1:45pm	Lunch, Exhibits		& Meet the Presenters <i>(Lunch Ticket required)</i>			
	Join the Pitching Pit over lunch in Room A2210					
2:00 - 3:00pm	Lion's Den Social Innovation Challenge <i>(1:30pm - 3:00pm)</i>			Principles of Effective Development	Business for the Common Good	
3:00 - 3:30pm	Wrap - up		Plenary			
3:30 - 4:15pm	Networking &		Exhibits			

EXHIBITORS

A number of organizations are hosting exhibits throughout the Forum including:

AMBROSE UNIVERSITY is a community of transformative Christian higher education – with a vision for the welfare of our city and our world.

THE ANVITA GROUP is a consulting firm which bridges and builds sustainable multi-sector initiatives and partnerships with developing communities, domestic and international governments, academia, industry, NGOs, and international multilateral organizations.

BLACK DIAMOND GROUP LIMITED is one of North America's leading providers of modular workspace, remote accommodation and energy services providing innovative solutions using modular buildings, support equipment and surface rental assets.

COLLEGE PRO is Canada's original and most successful student entrepreneur accelerator and incubator launching nearly 1000 small businesses annually. College Pro is the official partner and sponsor of Enactus Ambrose. Enactus is a student organization focused on enabling social progress through entrepreneurial action.

DISABILITY ACTION HALL is a group of people with disabilities and allies working towards social justice since 1999. "Home is where our story begins." Enjoy our mini art gallery, learn about the housing crisis and housing regulations creating barriers to affordable community living. **Have your say at our photo booth and sign the petition to help save community living and rental choices for Albertans with Disabilities.**

ENCOGITO BUSINESS SOLUTIONS LTD. provides training and coaching to small businesses in order to help them turn their ideas into a thriving business. **Get advice on turning your idea into a social venture.**

FIG TREE FOUNDATION is a Calgary-based group dedicated to helping disadvantaged populations around the world by fostering collaboration between and raising funds for registered international development organizations.

FOOD FOR THE HUNGRY CANADA is dedicated to ending poverty one community at a time, and is committed to an integrated, holistic approach including priorities such as agriculture, education, health, and gender equality.

INTERNATIONAL JUSTICE MISSION CANADA is part of a global organization that protects the poor from violence in the developing world. IJM's global team includes hundreds of lawyers, investigators, social workers, community activities and other professionals at work in nearly 20 communities fighting slavery, sex trafficking, sexual violence, police brutality, property grabbing and citizenship abuse rights. **Sign up for your Travel Brave Kit - it's filled with information on what to look for and how to report sex tourism as you travel.**

MEDICAL MERCY CANADA (MMC) is a registered Canadian volunteer organization, which provides support to impoverished persons and refugees along the Burmese borders, Nepal and Ukraine. Learn about creating healthy communities in developing countries. **Stop by the booth and buy items made by Nepali artisans.** 100% of the money goes back to support projects in Nepal.

THE MUSTARD SEED exists to help meet the basic needs of shelter, food, clothing and acceptance for men and women experiencing poverty, and work with them to find sustainable housing and employment.

OIKO CREDIT manages one of the world's largest sources of private capital for microfinance, providing micro-entrepreneurs, small businesses, agricultural co-operatives and other productive enterprises in developing countries all over the world with the capital they need to expand their businesses and improve their livelihoods.

OPPORTUNITY INTERNATIONAL provides access to savings, small business loans, insurance and training to 12 million people working their way out of poverty in the developing world. Clients in 28 countries use these financial services to expand businesses, provide for their families, create jobs for their neighbours and build a safety net for the future.

ROTARY CLUB OF CALGARY WEST is a "can-do" club with a vision to improve the world one project at a time and a mission to serve and lead through local and international projects with truth, fairness, goodwill and friendship.

EXHIBITORS

ST. DISMAS PRISON MINISTRY SOCIETY was formed to assist with the reintegration of prisoners into the community. By offering prisoner reintegration and after-care programs, services and support in cooperation with other faith and community groups, they can help change lives and create safer communities. **Stop by the booth to purchase tickets for the Children's Playhouse Raffle.**

VIBRANT COMMUNITIES CALGARY (VCC) is a non-profit organization that works collaboratively, with various stakeholders and partners, seeking to engage Calgarians and to advocate for long-term strategies that address the root causes of poverty in Calgary.

WEEMPLOY.COM is a disruptive, big data, social enterprise that is solving employment needs for job seekers and employers. They give back to the community by offering the use of their service at no cost to goodwill ambassadors (charities, non/not for profit, educators, associations, etc.). With the launch of their new feature WeEmploy™ Rewards, they also donate a portion of their profit back to the goodwill ambassadors they support. Innovate. Collaborate. Care.™

WORK OF YOUR HAND is a Christian faith-based organization that helps disadvantaged artisans in developing nations find dignity and self-worth through work that provides fair wages. **Stop by the booth to purchase goods from the Philippines, Cambodia, Indonesia and Laos. Change lives, one purchase at a time.**

NOTES & FOLLOW-UP ACTIONS

FORUM EMCEE



Joni Avram - Forum Emcee
Principal & Founder, Cause & Effect
Marketing

Joni Avram is a principal and Founder of Cause & Effect Marketing, a brand and engagement consultancy supporting business and community leaders who want to operate with new paradigms as they support their dramatic growth and amplify their community impact.

Opening Event – Executive CSR Roundtable with M. Jean Charest

The Executive CSR Roundtable brings together diverse leaders in the business community with non-profit sectors, government, indigenous communities and educational institutions to discuss corporate social responsibility and the role business has in enhancing communities both locally and globally.

M. Jean Charest will open the Roundtable with his insights on CSR. Business leaders from the Calgary community will host small groups of forum delegates in roundtable discussions, inviting participants to engage in conversation around CSR topics of interest. These face-to-face discussions will encourage delegates to ask questions and share perspectives around key aspects of social responsibility. The Roundtable concludes with a panel discussion among M. Charest and some of the business leaders, summarizing key topics of discussion and notable take-a-ways.

The Executive CSR Roundtable is hosted by Black Diamond Group and the Chamber of Commerce, with Adam Legge, Chamber of Commerce President as emcee, together with Trevor Haynes, President & CEO of Black Diamond Group.

Thank you to all our business leader hosts who have made this opening event possible!

The Roundtable is brought to you by:

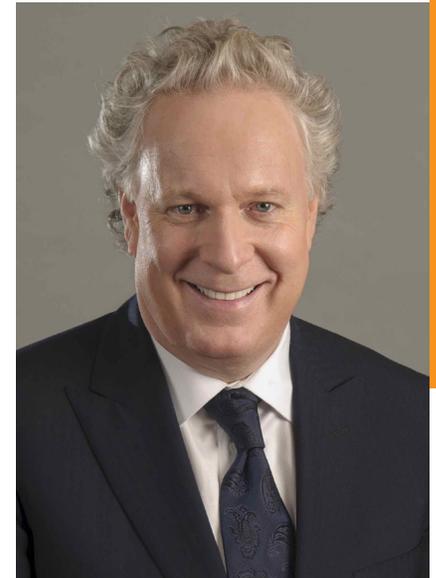
**Calgary
Chamber**



M. Jean Charest

M. Jean Charest is a Partner in the Montréal office of the McCarthy Tétrault law firm. He provides invaluable expertise to the firm's clients with his in-depth knowledge and experience with public policy, corporate Canada and international matters. As a strategic advisor with a unique perspective, he supports clients on complex transactions, projects and international mandates, as they navigate the global business environment.

With a public service career spanning almost 30 years, Jean Charest is one of Canada's best known political figures.



Mr. Charest was first elected to the House of Commons in 1984 and, at age 28, became Canada's youngest cabinet minister as Minister of State for Youth.

In 1991, he was named Minister of the Environment and, a year later, he led Canada's delegation at the 1992 Earth Summit on the economy and the environment in Rio. At the summit he was praised for his leadership role among G7 countries on climate change and biodiversity.

In 1993, Mr. Charest was named Minister of Industry and Deputy Prime Minister of Canada.

In 1994, Jean Charest was chosen Leader of the federal Progressive Conservative Party, becoming the party's first French Canadian leader. He held that post until 1998 when he became the Leader of the Québec Liberal Party. Mr. Charest then broke a 50-year provincial record by winning three consecutive election campaigns in 2003, 2007 and 2008.



Friday, September 25, 2015 @ 4:00pm
The Future of Responsible Business
Presented by Jeffrey Hollender

Jeffrey will share how his experience of launching four social enterprises over 40 years has shaped his perspective on what business' role must be to address the social and environmental challenges now facing the world. He will also cover what changes and strategies are required to make responsible business more effective, sustainable and responsible, where business is falling short and what it must do to successfully navigate a radically changing

world. Lastly, he will discuss the new concept of "net-positive," the newest aspiration of the worlds leading responsible companies.

Jeffrey Hollender is the co-founder of Seventh Generation and author of several books including *The Responsibility Revolution: How the Next Generation of Business Will Win*.

Jeffrey travels near and far to inspire us all to think differently about the role business plays in society. As the co-founder of Seventh Generation, a leading brand that creates natural household cleaning and personal products, Jeffrey seeks to promote authenticity, transparency, and progressive business practices in all his endeavours. Jeffrey is also an adjunct professor at New York University, co-founder of the American Sustainable Business Council and board member of several organizations.

**Stay tuned for a Calgary
living wage announcement
at the start of Plenary #1!**

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Contact us for a complimentary review.



PATTI DOLAN, CFP, CIWM, FCSI
Financial Advisor

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Raymond James Ltd.**

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The Rise of Responsible Investing



Responsible Investing (RI) used to be a simple matter of spurning so-called “sin” stocks – usually tobacco, liquor, gambling, and weapons manufacturers. Today, this form of ethically- based investing has become a more complex process, where a company’s total corporate behaviour, as measured by its workplace practices, environmental activities, and corporate governance policies (among other criteria) play a deciding role in investment decision-making. RI enables investors to develop a personal investment strategy using measurable ethical, social, and environmental criteria to align stock and mutual fund investment decisions with their own social and moral convictions.

This approach to investing has been gaining momentum as information about a corporation’s social and environmental practices is getting easier to obtain through the media and specialized research companies that

track and publish this information. Many publicly traded companies are now routinely publishing annual reports about their environmental practices, corporate governance policies, and global social activities, making it much easier for investors to find out how companies operate at home and abroad.

RI has also been given a boost in recent years as some of Canada’s largest pension funds – including the Canada Pension Plan – have started to get behind broadly defined socially responsible investment practices. This backing has served to alleviate investor concern that a portfolio based on RI principles is likely to under-perform the market. In fact, indices that follow investments based on responsible investing criteria show no significant performance differences between a SRI-based investment strategy and its more conventional counterpart. This levels the playing field and makes the decision to pursue an RI strategy a personal rather than a financial consideration.

*Submitted by Patti B. Dolan, CFP, CIWM, FCIS
Financial Advisor,
Dolan Wealth Management of Raymond
James Ltd.
Raymond James Ltd., Member – Canadian
Investor Protection Fund*

DOING BUSINESS DIFFERENTLY

The following is an excerpt from Calgary's Enough for All poverty reduction strategy:

Employment remains a key asset that provides people with income to support themselves, as well as other benefits such as health insurance. Calgary has experienced relatively low unemployment associated with a strong economy, but this has been insufficient to address poverty. Between 2001 and 2006, Calgary's poverty rate did not decline appreciably despite this being a period of rapid economic growth.

Research and experience demonstrate that the type of growth matters, and raising the quality of employment to ensure that it meets the needs of Calgarians is critical to addressing one of the key root causes of poverty. Supporting forms of economic development that provide the greatest social benefit can increase the resilience of our economy and workforce. This strategy aims to achieve high quality economic development by supporting community economic development as well as the growth of inclusive business practices.

Inclusive Business Practices: Promoting and supporting the development of inclusive business practices can harness the power of Calgary's economic resources for considerable impact. The Enough for

All strategy aims to encourage inclusive business practices that build community in the workplace and provide high quality employment to all Calgarians.

This may include practices such as the adoption of ethical procurement policies, payment of living wages, providing key employment supports for vulnerable workers (e.g. childcare, transportation and housing support), progressive hiring practices to ensure diversity, opportunities for workers with disabilities and transparent performance reporting. Many companies in Calgary are currently doing great work in the area of corporate social responsibility. Enough for All aims to build on this success by supporting companies to further drive change through their supply chains. In order to have greater impact on social outcomes, Calgary needs dedicated resources to help companies work with their supply chains to incorporate inclusive and sustainable practices. Built upon existing successful models, this program can help scale up positive social change by educating and providing tools for the marketplace to implement.

To find out more about the Enough for All strategy, visit:

www.vibrantcalgary.com/vibrant-initiatives/

“Promoting and supporting the development of inclusive business practices can harness the power of Calgary's economic resources for considerable impact.”



POVERTY, INC.

“You’ll never look at poverty and the third world the same again.” — Michael Moore

Drawing from over 200 interviews filmed in 20 countries, Poverty, Inc. unearths an uncomfortable side of charity we can no longer ignore. From TOMs Shoes to international adoptions, from solar panels to U.S. agricultural subsidies, the film challenges each of us to ask the tough question:

Could I be part of the problem?

Soul of the Next Economy will be screening the film on Friday, September 25 from 6:00-7:30pm.

For more information, visit www.povertyinc.org.

The screening of Poverty, Inc. has been made possible through the support of 3CM and The Fig Tree Foundation.



**CHIANG MAI, THAILAND
July 16, 2015**

An American man is behind bars and facing charges for exploiting and abusing young teenage boys living on the city’s streets. In Thailand, he faces trafficking and sexual assault charges, and he may face additional charges abroad.

The 56-year-old American man was arrested on Wednesday, July 8, after International Justice Mission and local police have been investigating the case for more than six months.

The alleged predator would arrange meetings with boys at bars, buy them meals, drinks and other gifts, then lure them to small hotels to abuse them. A 15-year-old boy bravely reported what was happening to another local NGO that works with children living on streets. (The boy is now safe at a shelter.) Regional police and IJM coordinated efforts to track the American man and locate other boys who may have been serially abused.

Every year, Canadians travel abroad for vacations, adventures, or business. But not everyone. Some Canadians travel abroad to break the law—to abuse children. It’s a crime called child sex tourism.

Child sex tourists travel overseas to exploit children who are vulnerable;

often, these children live in poverty and outside the protection of their country’s public justice system.

Child sex tourists believe they won’t get caught or held accountable for their actions. But Canada has excellent laws that can hold these individuals accountable—even if they commit these crimes outside our borders.

That’s why IJM Canada invites Canadians to Travel Brave—all year long.

Don’t look away. Help stop it. Download Travel Brave kit at IJM.ca/TravelBrave. It’s filled with information that helps you know what to look for and how to report it. It also contains a downloadable wallet card, to carry with you as you travel.

“Every year, Canadians travel abroad for vacations, adventures, or business. But not everyone. Some Canadians travel abroad to break the law - to abuse children. It’s a crime called child sex tourism”



**Saturday, September 26, 2015 @ 8:30am
Community Development & Social
Innovation**

Presented by Carol Anne Hilton

What is happening to community development? There is a subtle shift happening - we are using new words and our language is evolving. As our language evolves it drives us to working together. Throughout history we have diverged from responsibility and relationship. Today we are seeing a new convergence where community development efforts are influencing

stronger outcomes based on human qualities and characteristics of cooperation. Systems have driven us to others being responsible. Learn from Carol about how today's best practices put community in the driver's seat for change, impact and stronger social outcomes.

Carol Anne Hilton is a recognized leading First Nation's business entrepreneur with a MBA from the University of Hertfordshire, England. She has obtained a solid understanding and application of First Nation's economic development best practices and brings extensive knowledge and experience in community development, business management, corporate relations, engagement strategies and project management. She also serves and has served on several boards.

**Investing in the Oikocredit
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In Alberta, you can invest in Oikocredit through our Canadian offering of depository receipts in the Oikocredit International Share Foundation. Funds from this offering are used to finance Oikocredit's loans and investments to our partner organizations around the world.

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The Mustard Seed's Employment Program: Sustainable Development



Steven found his job at Hy's Restaurant through The Mustard Seed's Employment Program.

Steven has hope for his future today, thanks to The Mustard Seed's Employment Program. He now works full-time as a dishwasher at Hy's Steakhouse downtown and is enrolled in academic upgrading.

"It's a great thing," Steven says of the Employment Program, which works with more than 70 employers in Calgary and placed 224 men and women in jobs last year. "I might have been able to find a job on my own, but it would've taken a lot longer and been a lot harder," says Steven.

Employment coaches connect clients with opportunities

Steven was referred to The Mustard Seed's Employment Program. Once assessed, clients like Steven work with their employment coaches to find job opportunities that fit their skills, experience and goals. If needed, they are referred to partner agencies for job skills training, education and other support. Clients also receive assistance with writing resumes and cover letters and preparing for interviews.



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www.theseed.ca

There is no cost to either the client or the employer.

David, an Employment Coach with The Mustard Seed says, "employers spend a lot of money trying to find good employees...we're doing all that for free."

He adds, "Steven is very coachable. He listens to our advice, which, I think, is a key contributor to his success."

David, who has a caseload of between 25 and 30 people at one time says, "helping guys like Steven change their lives for the better is the best feeling."

Finding the right job can make all the difference

Staff at the Mustard Seed's Employment program knows that finding the right job for clients can make all the difference.

David says he always assures his clients "I'm going to be here for you and help you" because for some people there's no one else in their corner.

For more information:
theseed.ca



Bridging the Gap Between CSR & CSV

A discussion on creating Mutually Beneficial Development Partnerships (MBDP) between the Canadian private sector & international development. This session seeks to foster a discussion about the essence of CSR, creating shared value (CSV) and bridging the gap in between - through the creation of MBDPs which bring together companies here in Canada with opportunities in developing countries.



With over 30 years of international development work between them, Dr. Sarah Skett and Mr. Corin Chater founded The Anvita Group Inc. (www.anvitagroup.org) in 2014, a consulting firm which bridges and builds sustainable multi-sector initiatives and partnerships with developing communities, domestic and international governments, academia, industry, NGOs, and international multilateral organizations. Anvita Group consultants have provided strategic design recommendations for, and assessments of, multi-million dollar socio-economic programs/projects and organizations implemented by a range of actors such as DFATD, DFID, UNDP, UNHCR, UNICEF, World Bank, EU, OAS, Red Cross, NGOs, MasterCard Foundation, Shell, and Association of Universities and Colleges of Canada.



Conscious Compensation - Fred Whittlesey

Explores hot topics in compensation - minimum wage, living wage, paid sick days, CEO pay caps, pay transparency, family-friendly workplaces, team incentives - in the context of a comprehensive model of Conscious Compensation®, a framework that support the tenets of a multi-stakeholder model of impact capitalism and corporate social responsibility. We will discuss the twelve emerging principles of Conscious Compensation® and examples of each currently being used in North American

companies. See www.consciouscompensation.com for details on the principles. **PLUS learn about Calgary's living wage from Vibrant Communities Calgary's Janet Eremenko.**

Fred Whittlesey, the creator of Conscious Compensation®, is the founding President of Compensation Venture Group, SPC (CVG), a West Coast consulting firm specializing in compensation strategy, executive and employee compensation, incentive compensation, and equity-based compensation. Fred has leadership roles in a number of other not-for-profits and professional organizations and is an adjunct professor at Seattle Pacific University's graduate school of Business. He received his MBA with distinction from UCLA's Anderson School and holds the CEP, CCP, and CCEP certifications.

CSR in a Downturn - Franco Savoia

Panelists:

- Cathy Glover - Director of Community Investment, Suncor Energy*
- James Boettcher - Chief Idea Officer and founder, Fiasco Gelato*
- Bruce Edgelow - VP Energy, ATB Corporate Financial Services*
- Representative from Black Diamond Group*



Is corporate social responsibility sustainable when the price of oil drops below \$50? Hear from Calgary business leaders on the challenges and the possibilities in continuing to be a good corporate citizen during tough times.

Franco Savoia is the Executive Director of Vibrant Communities Calgary and Non-Governmental Co-Chair of the Alberta Inter Agency Council on Homelessness. He has had a 43-year career in the YMCA and was CEO for 25 of those years in 4 cities. He has a Bachelor of Arts from the University of Windsor, a Masters of Divinity from the University of Toronto and a Master of Management from McGill University. He has been a Rotarian for 22 years. Committed to his own health, he begins each day with a workout.



Economic Soul & Faith: Exploring the Connection - Ryan Anderson & Dr. Elden Wiebe

What are the roots of collaboration between economics of the common good and faith communities? What are the possibilities that are before us now for collaborations between faith, social enterprise and economic development?

Ryan Andersen was educated at Harvard, served as an assistant to the ELCIC national bishop for stewardship in public life and as a Lutheran pastor. Currently Ryan is a community organizer with the Metro Alliance for the Common Good, which seeks to bring together faith, labour, community and socially conscious business so that they can work together for the common good.



Dr. Elden Wiebe is Dean of LEDER School of Business at The King's University and an associate professor of management. Elden has a PhD in Organization Analysis from the University of Alberta and taught at the Sobey School of Business, Saint Mary's University, Halifax prior to joining King's. Elden also has seven and a half years of experience in church ministry.

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Microfinance & Beyond - Paul Gomes

Panelists:

Steve Rickard, Chair Emeritus, Rotarian Action Group for Microfinance and Community Development
Bob Dickson, Oikocredit Canada
Ed Temple, Opportunity International Canada

Hear from a panel of industry experts on the changing face and role of microfinance and the movement towards financial inclusion for all. Does microfinance have the reach originally expected?

What creative things are being done to achieve broader financial inclusion? Learn about SMEs geared towards providing employment, new types of partnerships, technology innovations and best practices.

Paul is from Fig Tree Foundation, which is a Calgary-based group dedicated to helping disadvantaged populations around the world by fostering collaboration between and raising funds for registered international development organizations.



Social Enterprise Continuum - Jill Andres

Panelists:

Andrew Bitcon - Owner, Bubbles Car Wash
Leor Rotchild - Co-Founder, DIG
Steve Mix - CEO and Co-Founder, WeEmploy.com
Tracy Wood - Co-Founder and CEO, Agents of Change Partners

What is a social enterprise? Can it be for profit? Does it directly address a social need? Local social enterprise leaders will share on their forms of social enterprise.

Jill is the founder of Creating Value Inc., a social purpose consultancy that works with organizations to achieve greater social impact. She is also on the team at MRU's Institute for Community Prosperity as Changemaker in Residence, helping to create a campus-wide culture of "changemaking" that prepares students from across disciplines to create positive social, cultural and ecological change in the local and global community.



Black Diamond Group has been providing our customers with remote lodging, mobile workspaces and oilfield rental equipment since 2003 and has quickly become a leader in the modular space and energy services industry.

We invest in our communities through people – by nurturing relationships and providing and developing local infrastructure.

We are pleased to be the community sponsor of the Soul of the Next Economy Forum for the second year in a row. The forum is a great opportunity for current thought leaders to connect and brainstorm. It's also an incredible opportunity to give future leaders an understanding of how social responsibility can enhance the success of a business.

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BETTER
WAY**



BLACK DIAMOND
GROUP

The focus of the Soul of the Next Economy Forum centers on the notion of business and its role in fulfilling much more than simply economic objectives, but also social and environmental ends. Adding to this, Jeff Van Duzer, Provost and former Dean of the School of Business and Economics at Seattle Pacific University, notes God's design for business is to render service that will enable humanity to flourish. He also adds that business allows individuals to participate in meaningful and creative work. Central to this more holistic understanding of business is the concept of community and in particular, collaboration.

This idea of collaboration is not new. In their book, *Corporate Responsibility Coalitions*, David Grayson and Jane Nelson observe that collective corporate actions to address environmental, social or governance challenges have risen significantly over the last four decades.

While initially treated with deep mistrust or indifference, over the years public officials and NGOs have grown to embrace the role that the private sector will have on addressing these challenges. This evolving realization also encompasses the reality that this cannot be accomplished by business alone. This must include key players like NGOs, financial investors, governments, foundations, and academic institutions.

But how does this take practically take place? Each of these institutions, whether for-profit or not-for-profit, has their own mandate.

Collaborative Leadership: The Key to Sustainable Capitalism

*Randy Poon
Ambrose University*

Collaborative efforts often exist outside their primary objectives. Writing in the *Stanford Social Innovation Review* (Winter 2011), John Kania and Mark Kramer point out that large-scale social change requires broad cross-sector coordination, however the social sector [and one could add, the business sector] remains focused on the isolated intervention of individual organizations or smaller, short-term multi-stakeholder initiatives. What is needed “are long-term commitments by a group of important actors from different sectors to a common agenda for solving a specific social problem” (p. 39).

The Soul of the Next Economy Forum provides a venue for these actors from different sectors to come together and dialogue. In many ways, this is a call for collaborative leadership that brings together business, social entrepreneurs, academics, nonprofits, churches, and the broader community to co-discover and co-create lasting solutions.

This is the heart of sustainable capitalism.

WELCOME

**Ambrose University
is pleased to host
the Soul of the
Next Economy
Forum!**

AMBROSE



BRIDGING THE GAP Between CSR and CSV

A discussion on creating Mutually Beneficial Development Partnerships (MBDP) between the Canadian Private Sector & International Development
Dr. Sarah Skett and Mr. Corin Chater of The Anvita Group

The prevailing approach to international development has commonly been programs based on western ideals and the funding priorities of western governments, charity, and humanitarian aid.

However, with the global economy changing, so too is the development sector, with an increasing demand for the private sector to play an enhanced role.

Many governments have recently scaled back their international development/aid budgets, and others including the Canadian [and Alberta] government have altered their strategies and now approach development through the business/investment lens.

The rise of Corporate Social Responsibility (CSR) has seen the private sector begin to contribute to international development through contributions to governance, social, ethical, labour and environmental initiatives. More recently, the concept of Creating Shared Value (CSV) has been promoted, in which policies and operating practices enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates

– placing this at the core of business operations and values. However, this approach can maintain a western mindset towards international development.

Furthermore, some of the needs of developing communities cannot be met through business, such as: education, health care (communicable and curable diseases, HIV/AIDS), and women's sexual and reproductive rights. In order to bridge this gap between CSR (contributions) and CSV (business) approaches, and between international development and the private sector, we introduce Mutually Beneficial Development Partnerships (MBDP), creating an inclusive and symbiotic approach to development.

This model is best suited to private companies, and individuals, who may not have direct contact or business in a developing country but seek to create partnerships. This approach embraces a 'learn what you live' ideology, in which we begin to realize the abundance of capacity and opportunities in developing countries for businesses, and better understand our role as global citizens.

Why Do We Need Conscious Compensation® for Corporate Social Responsibility?

Fred Whittlesey, Compensation
Venture Group SPC

Milton Friedman's now infamous statement in 1970 that "The social responsibility of business is to increase profits" remained the unchallenged mantra of business for decades after his proclamation. Viewed through the current and emerging model of the role of business in society, Mr. Friedman's position seems narrow, shallow, and irresponsible.

Lynn Stout, in the Shareholder Value Myth, refutes the century-long fallacy that shareholders, as a stakeholder group, have legal rights – which must be stringently enforced by the board of directors – that trump all other stakeholder groups. R. Edward Freeman's landmark redefinition of "corporate social responsibility" to "stakeholder management" opened the door to rethinking how value is delivered to, and distributed among stakeholders. These concepts redefined how we can think about paying workers for their value in an organization

These academic pieces have reached a relatively narrow audience. Of greater popularity due to the book and related conferences – as well as the sources and support of the ideas – is the idea of Conscious Capitalism, as described in the 2013 book by Mackey and Sisodia.

Much confusion has been created by the different and competing labels used for the idea of conducting business transactions in a manner that are respectful of all those dealing with, or affected by, those transactions. Corporate Social Responsibility (CSR), Environment, Social, and Governance (ESG), Responsible Investing Triple

Bottom Line, and many others are competing to define the model for responsible business.

Various criteria, standards, and checklists have been generated to assess and measure an organization's compliance with these principles – the Sustainable Accounting Standards Board's emerging industry standards, B Lab's B Corporation certification, and Sir Richard Branson's B Team's ten Challenges among others. Media organizations have begun to publish various lists, rankings, and criteria delineating "good companies" from those not. Many of these themes tie into concerns over social justice and the roots of perceived and actual inequities stemming from the workplace. CEO pay, minimum wage, living wage, paid sick days, family-friendly workplaces, the gender wage gap – a seemingly endless series of observations, criticisms, and complaints.

What's lacking is a cohesive and comprehensive framework for defining a set of workplace practices that are consistent with the tenets of conscious business but address the practical and legal constraints of business needs balanced with employee rights and responsibilities.

Conscious Compensation® was developed to provide this framework – a set of twelve guiding principles, each rooted in a specific principle of conscious business and each providing a detailed solution for actionable compensation program design and linked to the Conscious Capitalism model.

What do companies practicing Conscious Compensation® have in their employee pay programs?

- Equitable, but not always equal
- Team-based but individualized
- Transparent but confidential
- Affordable but generous
- Scalable and sustainable across organization growth cycles
- Based on multi-stakeholder value creation
- Not transaction-dependent or exit-dependent
- Easy to understand for all stakeholders
- Efficient to administer
- Linked to information, education and empowerment processes
- A balance between organization needs and worker preferences
- Not driven by accounting's calendar-based cycles



**Advancing Social Innovation -
Natalie Pepin & Karen Whitman**

How do you turn your social innovation into an actionable project or enterprise? What are the relationships you need to move your social innovation forward?

Natalie Pepin is the Co-Founder and CEO of EnCogito Business Solutions. Natalie shares her passion for business development to empower entrepreneurs who are trying to build a better world by making their passion their profession. In addition to her several years of academic study at Harvard University, Natalie is an experienced facilitator, trained presenter, project manager, and has run several successful businesses in her 10+ years as an entrepreneur.



Karen Whiteman is the Director of Strategic Partnerships and Community Engagement at Alberta's Promise. Alberta's Promise connects Alberta businesses with child and youth serving agencies to make Alberta the best place to grow up as a kid. Previously, Karen was the Executive Connector for Social Venture Partners and has been a sessional lecturer at the University of Lethbridge Calgary campus in the Faculty of Management.

There is no power greater than a community discovering what it cares about. Ask: "What's possible?" not "What's wrong?" Keep asking. Notice what you care about. Assume that many others share your dreams. Be brave enough to start a conversation that matters. Talk to people you know. Talk to people you don't know. Talk to people you never talk to. Be intrigued by the differences you hear. Expect to be surprised. Treasure curiosity more than certainty. Invite in everybody who cares to work on what's possible. Acknowledge that everyone is an expert about something. Know that creative solutions come from new connections. Remember, you don't fear people whose story you know. Real listening always brings people closer together. Trust that meaningful conversations can change your world. Rely on human goodness. Stay together.

- Margaret Wheatley



Government's Role in a Changing Environment - Minister Joe Ceci & Ian White

Ian White of CTV News will be interviewing Alberta Finance Minister Joe Ceci on the government's role in a changing environment.

Prior to serving with the Legislative Assembly, Minister Ceci worked as a public policy manager with Momentum. Previous to this, he served as a city of Calgary alderman for 15 years and prior to that he worked as a community social worker. Minister Ceci's extensive community involvement has spanned more than 30 years and has included board roles with the Folk Festival Society of Calgary, Habitat for Humanity and Calgary Bridge Foundation for Youth.

Ian White has been with CTV Calgary since 1990 and now serves as Senior Anchor News at Noon and News at 5. Well known to Calgarians for his roles with CTV, Ian also volunteers with Betty's Run for ALS and with minor sports in Calgary.



Canadian Poverty & Collaboration - James McAra & Steve Wile

Learn about poverty in Canada and what is happening right here in Calgary. Hear from local experts on what is working and what has not worked. How can Calgary not-for-profits collaborate with Calgary businesses and other organizations to help Calgarians in need?

James McAra is passionate about making Calgary an amazing place to live for everyone. He has been with the Calgary Food Bank since

2000 and since 2007 as CEO. Under James' leadership the Food Bank is recognized as one of the 100 Great Places to Work in Canada and a Recommended Charity by Charity Intelligence since 2007. James also volunteers with the Calgary Chamber of Voluntary Organizations and Calgary Thrives and is a guest lecturer at Mount Royal University.



Steve Wile recently joined the Mustard Seed as their CEO. Prior to that, he was the President and CEO of WorldServe Ministries Canada. The Mustard Seed combats the root causes of poverty in Alberta and works to create positive, lasting change in the lives they serve. The Mustard Seed provides basic services (shelter, food and clothing) and support services including employment, health and wellness, and spiritual care, as well as housing those in need.



Indigenomics: The Case of the Missing Economy - Carol Anne Hilton

'Indigenomics' is a phrase coined by Carol Anne Hilton that draws on ancient principles that have supported indigenous economies for thousands of years, and works to implement them as modern practices. Indigenomics is about understanding and exploring the Indigenous ways of being and the contrasts with modern economics and traditional systems. It outlines the characteristics of emerging ecological business models. Indigenomics is a modern expression

of Indigenous existence. As we can see in Canada- the tension of this expressions plays out daily through the legal and business relationship between First Nations, government and corporations daily. Indigenomics outlines the current and historical context, the shifting influences, the continuum of thought processes and lays out the invitation to participate in a new economy that includes Indigenous ways of being.

Carol Anne Hilton is a recognized leading First Nation's business entrepreneur with a MBA from the University of Hertfordshire, England. She has obtained a solid understanding and application of First Nation's economic development best practices and brings extensive knowledge and experience in community development, business management, corporate relations, engagement strategies and project management. She also serves and has served on several boards.

Unless we change direction, we are likely to end up where we are going.
- Chinese proverb



Research Corner

Learn more about current research in the areas of CSR and social enterprise. What is changing? What are the new trends? Hear from associate professors Dr. Randy Poon and David Iremadze from Ambrose University, Lesley Cornelisse from Mount Royal University, and Dr. Elden Wiebe, Dean of LEDER School of Business at The King's University.

Dr. Randy Poon is an Associate Professor of Business at Ambrose University and Chair of the Business Program. His research interests lie in the field of leadership and in particular, how shared leadership can help facilitate social good.



David Iremadze is an Associate Professor at Ambrose University, delivering business and economics courses and serving the next generation of visionary, compassionate change-makers. In the past, David has held various executive, consulting and teaching positions in NGOs, several entrepreneurial start-ups and higher educational institutions in Canada, United States, France and Georgia. Currently, David is working on his PhD dissertation from St. Mary's University (Halifax, NS) examining the lived experiences of faith-inspired social entrepreneurs.



Dr. Elden Wiebe is Dean of LEDER School of Business at The King's University and an associate professor of management. Elden has a PhD in Organization Analysis from the University of Alberta and taught at the Sobey School of Business, Saint Mary's University, Halifax prior to joining King's. Elden also has seven and a half years of experience in church ministry.

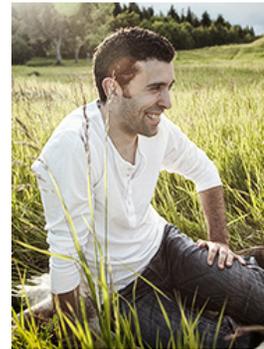


Lesley Cornelisse is the Program and Research Associate at the Institute for Community Prosperity and the Alberta Social Innovation Group (ABSI) Connect Policy Fellow. She has just defended her thesis, "Organizing for Social Policy Change: Child Care Policy Advocacy in Canada" to receive her MA in Political Economy from Carleton University.



Sustainability Defined: The Foundation of a Purpose-Driven Organizational Culture - Rob Sinclair & Matt Mayer

Conscious Brands will introduce you to a scientific, principled definition of sustainability and practice and illustrate how that definition can be practically used to strategically move your organization towards sustainability. The power of having a common definition of sustainability as a foundational element of a purpose-driven organizational culture will be explored, highlighting successful examples with recommendations from Conscious Brands for participants to act on after the Forum.



Rob Sinclair is the founder of Conscious Brands and uses his passion to help businesses grow and thrive by showing them the inherent value of taking their economic, human and natural capital into account, and working with all of those resources. He believes that there can't be sustainability without collaboration, and there can't be culture without community.

Matt Mayer is a sustainability enthusiast who takes a particular interest in how organizations can become more conscious. He has helped small and larger organizations envision and take action on how they can thrive in increasingly complex and increasingly challenging situations.

Like slavery and apartheid, poverty is not natural. It is man-made and it can be overcome and eradicated by the actions of human beings. And overcoming poverty is not a gesture of charity. It is an act of justice. It is the protection of a fundamental human right, the right to dignity and a decent life.

- Nelson Mandela

New Meaning for Sustainable Development

Submitted by

Natalie Pepin, Co-Founder & CEO of EnCogito

Sustainable development has been used to represent economic activities of diverse and even opposing economic values.

On the global stage, sustainable development has been presented to the world as mega infrastructure projects, led by states and financed by the World Bank. Here at home, sustainable development has at times meant diversification of the economy, and responsible extraction of resources.

Ultimately, like many labels, we choose what sustainable development will mean in the long term. I would like to present to you a new meaning for the term; sustainable development in today's economy means re-skilling the community with basic business abilities. We have witnessed within the past 20 years the institutionalization of globalization, and more recently the drive to re-localize the economy. To bring home the processes, skills, and assets that allow a nation to support itself amid trying times.

Re-localizing seeks to empower small, community based businesses to meet the needs of the people close to it. In some ways, this approach resembles the desire to diversify local economies

to protect it from extreme swings stemming from global dependence.

In others ways it is a push back against the powers that large corporations have amassed and the desire for a more accountable and responsible marketplace. This is the community scaled economy movement; an economy where the businesses meeting your needs are owned by your neighbours. Within this context, the next wave of sustainably developing our economies rests in the re-skilling of business owners and entrepreneurs.

It is the training of women in West Africa to distribute sanitation supplies while educating the community and earning a living and the empowering of North American artisans to sell the fruits of their labours and earn a sustainable livelihood.

This re-skilling is at the forefront of the future of sustainable development across the globe.

Sustainable Development in today's economy means re-skilling the community with basic business abilities.

Honduras Economic and Community Development

A Rotary International Project: Micro-Finance in Honduras



Goal

To raise up to \$150,000 for the newly established Santa Barbara Branch office of IDH, located in Santa Barbara Honduras. Funds will be used primarily for the loan portfolio of IDH clients, however, if funds are required to support the offices operations than up to 25% of the funds raised may be used as best determined by the management of IDH. This could include the purchase of motorcycles, laptops, etc.. for the loan officers for this branch office.

Outcomes (Immediate):

Average Loan is \$400 per Client which is paid back in 6 months on average. On average they go through 3 loan cycles, after which they are not in need

of additional banking assistance.

Number of clients \$150,000 will serve is up to 375 Clients at any one time. Average Client is a family of 5, so almost 2,000 people are impacted. Funds are recycled to new clients on average every 18 months.

Outcomes (10 year period):

1. Within two years of operation, the Santa Barbara Branch plans to be serving between 600 to 700 micro and small to medium size enterprise (SME) level clients helping to enhance their small businesses, eventually they will have up to 1,200 clients.

2. In turn, over 4,800 dependants will also benefit from their parents' growing businesses.

3. And over 10 years, the loan portfolio will be recycled 15 to 20 times conservatively, maximizing our donated investment.

4. Funds are still in play 10 years later for new clients.

Client's Needs

Over 75% of loan recipients are women, and almost all of them have a family to care for. They are highly motivated and resourceful wanting a chance to improve their livelihood for their children.

In most cases there is no capital available to them, unless it's from the local loan shark or middlemen who charge such high interest rates that the women do not make enough money to work their way out of poverty on their own.

Microfinance helps create an avenue for the clients to improve their income, which has a direct impact on their family's health and education.

The loan officers work hand in hand with clients to develop their business plan, financial training and implementation of their business.

**RESPONSIBILITY
is the price of
greatness.**

- Winston Churchill

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Club of Calgary West



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rotary5360.ca
or
calgarywestrotary.org

Calgary West



Business for the Common Good - Bernie Willock

Business for the Common Good: practical ways to live out your values.

Bernie Willock is the President and CEO for Food for the Hungry Canada. Food for the Hungry is committed to an integrated, holistic approach to development including priorities such as agriculture, education, health, and gender equality. Prior to Bernie's role with Food for the Hungry, his business leadership experience spanned various

fields including hospitality, land development/construction, and owning and managing the first La-Z-Boy Furniture Galleries stores in B.C. Learn how Bernie lived out his values as a La-Z-Boy owner and how he now works with other businesses seeking to live out their values through partnerships with organizations like Food for the Hungry.



Principles of Effective International Development - Savera Hayat-Dade

This interactive session will focus on what international development means, what it looks like and how to engage with international partners on a journey towards change. The audience is invited to share their thoughts during this session.

Savera Hayat-Dade Savera is an international development expert, with over 20 years experience in senior advisory, consulting and management positions with the World Bank,

USAID, Cowater Intl, and International Youth Foundation. Focused on organizational and leadership development, Savera has worked with international partners in Asia, Africa, Latin America and the Middle-East. She has an M.Sc. in Development Studies from London School of Economics and Political Science and is pursuing her doctoral degree with a focus on change and social constructivism. Presently, she heads the Programs and International Development unit at the University of Calgary's International office and is also the President of the Canadian International Council's Calgary branch.

Goodness is the only investment that never fails.

- Henry David Thoreau, American writer

FITNESS CLUB GIVES BACK AND THRIVES

Submitted by Food for the Hungry Canada



Fifth Avenue Club is a thriving fitness centre in downtown Calgary. With its sleek look, updated equipment, and commitment to top-notch, friendly service, Fifth Avenue Club has been a competitive business since 1996. Not only does it offer all the amenities you'd expect in a gym, it also advertises personalized memberships, massage therapy, and a cafe "where members and non-members alike can come...for a sense of community."

And therein lies the heartbeat of Fifth Avenue Club - community. On the website's testimonial video, proud members say, "It feels like coming to a very familiar place where you're surrounded by friends," and, "The staff is very friendly; everybody knows your name." At the same time, they testify to real results. "I've lost 20lbs - I feel great!"

Owner Darren Kanwischer is responsible for the Club's unswerving commitment to integrity and excellence for its community of members. But his concept of community reaches outside the walls of his gym and the borders of his country. Club Business International quoted Kanwischer defining his vision:

"We're in the business of helping others," explains Kanwischer, "and that extends beyond our members"(March 2010,p.54).

Since 2007, Fifth Avenue Club has been donating \$3 per member, per month to the community of Belo, Ethiopia through a partnership with Food for the Hungry (FH) Canada. This commitment to helping a disadvantaged African community get out of poverty is proudly displayed on the Club's website. In addition to regular monthly donations, Fifth Avenue Club also hosts fundraisers for Belo, and Kanwischer, along with a number of his staff, have visited the village.

Kanwischer's successful business partnership has deeply connected his Calgary community with the community of Belo, Ethiopia and enabled staff and members of Fifth Avenue to contribute to the greater good while pursuing health and wellness.

"It feels like coming to a very familiar place where you're surrounded by friends"

SOCIAL INNOVATION CHALLENGE



This year, the Soul of the Next Economy Forum is partnering with **Social Innovation Challenge** to bring you the first ever Lion's Den Social Innovation Challenge.

The Lion's Den Social Innovation Challenge is a unique opportunity that brings together change makers, mentors, and funders – all focused on bettering society.

Part One – The Lion's Den Pitch @ the Forum – 1:30-3pm on Saturday, September 26th

Listen to 90 second pitches from the contestants. The top 8-10 finalists will be chosen based on People's Choice and panel input. The finalists each receive \$300, further business training and direct coaching from their own personal business gurus.

Part Two – The Ultimate Social Innovation Challenge – 1-4pm on Saturday, October 17th

The finalists present their proposals to panelists and funders.

1st Place:	\$2,000 in business coaching from EnCogito \$2,000 cash 2,000 in website services from XOD Media Group \$1,200 in legal support from Clausehound Datawind tablet Tuition for a Harvard class from EnCogito
2nd Place:	\$2,000 in business coaching from EnCogito \$1,500 cash Datawind tablet
3rd Place:	\$2,000 in business coaching from EnCogito \$1000 cash Datawind tablet
People's Choice:	\$500 \$2000 in business coaching (if not already in the top 3)

LION'S DEN SOCIAL INNOVATION CHALLENGE

\$22,000 in funding is available for successful proposal(s) from a Calgary entrepreneur.

Additional funding may be available through our panelists & funders group which includes St. Andrews United Church, United Church of Canada Foundation, Calgary Foundation, Trico Charitable Foundation and Futupreneur Canada.

Thank you to our Lion's Den Pitch Panelists:

Chris Ritter, Self-employed Entrepreneur	Houston Peschl, University of Calgary
Gary Ellis, Good Mob	Leighton Healey, College Pro Painters
Hannah Cree, HQ; Branded; It's a Date Night	Representative from Black Diamond Group

Thank you to our Business Gurus:

Aman Adatia, Eat Naaco	Leighton Healey, College Pro Painters
Danielle James, Hillhurst United Church	Lina Tijnelis, Suncor Energy
David Wu, Brion Energy	Lloyd McDonald, Pinnacle Wealth Brokers
James Boettcher, Fiasco Gelato	Manos Xenos, Business Advisor
Jeremy Bryant, Mealshare	Usman Tahir Jutt, Chirp Food Inc.
Kristen Lawson, Bethany Care Society	

Thank you to our Pitching Coaches:

Karen Whiteman, Alberta's Promise
Natalie Pepin, EnCogito
Sandra Bjurstrom, EnCogito





Making Lasting Change:

The Mustard Seed's Allied Restorative Community Housing (ARCH) Program

Teresa has a good chance of making sustainable change in her life now she has support and permanent housing with The Mustard Seed.

Teresa has been making a lot of connections over the past few years. One of her most important connections is with The Mustard Seed in Calgary, which she credits for saving her life.

“The Mustard Seed gave me my life back.” – Teresa.

Teresa is a client of our Allied Restorative Community Housing (ARCH) program. The ARCH housing team focuses on quickly moving homeless men and women off the streets and supports them as they work on making lasting changes in their lives.

“If it wasn’t for the ARCH program, I would be back on drugs and into prostitution...it gave me a new lease on life and they were able to walk the journey with me,” says Teresa. The ARCH staff connected Teresa with an apartment in downtown Calgary and that, in turn, allowed Teresa to reconnect with her grandchildren once her son saw that she had safe place to live. Now her grandchildren are able to do lots of fun “kid stuff” with

Grandma, including sleepovers.

ARCH program designed for people with complex needs

The issue of homelessness and poverty is complex – just like the people experiencing it. Teresa’s story has many layers: single mother, addictions, prison and ongoing health issues. That’s why The Mustard Seed’s ARCH program is a good fit for Teresa, because it’s designed to help people with complex needs and connects them to the right supports.

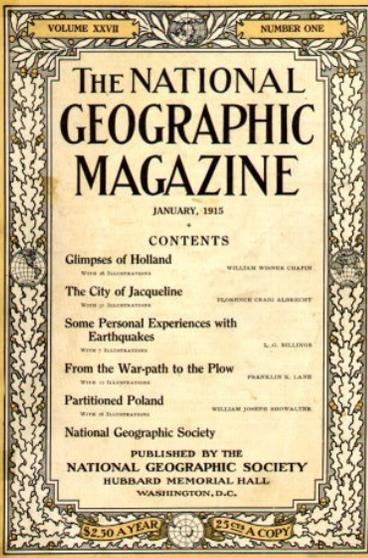
Teresa connects with her Resident Support Worker Katie regularly. Together they navigate the system, go to medical appointments and pray. Teresa’s connection to God is a driving force in her desire to change. She became a Christian while serving a three-year sentence for trafficking.

Teresa says, “If it wasn’t for being able to have an open conversation with God every day I think I would go insane.”

For more information: theseed.ca

FOX in the Henhouse

Submitted by James Stauch,
Director of the Institute for
Community Prosperity at Mount
Royal University



Earlier this month, media mogul and climate change skeptic Rupert Murdoch's 21st Century Fox purchased a controlling interest in the esteemed National Geographic, formerly run by a non-profit society, founded in 1888.

National Geographic not only set the high bar for photography, cartography, infographics and ethnographic journalism. Its quality, giant subscription base and blue-chip governance structure has enabled it to shift marginal debates into the mainstream, much as it did a few years back in its coverage of the Alberta oil sands. This gives the magazine a kind-of moral weight, an authority that few if any other publications can claim. As a child, National Geographic turned me on to geography, which alas became my undergrad degree, and in turn led me down a path of community development and – ultimately – an interest in the dynamics of community investment and social innovation (a topic on which there is much ecumenical interest in Calgary). Growing up Catholic, each issue of the magazine was, for me, a secular Homily, each atlas a Papal Encyclical (although Pope Francis' latest on climate change might garner a similar fan base).

What, then, to think of the magazine's new owner? Fox Corporation was the subject of an expose a decade ago that illuminated how it sheltered its profits in off-shore tax-havens, a practice now so commonplace among the "1%" as to barely elicit notice. The use of off-shore shelters undermines the social innovation gains of the Twentieth Century – governments'

ability to finance pension plans and universal health care, for example – but it also signals a lack of obligation to the common weal; a misanthropic impulse.

In this light, it is strange to hear of innovation gurus like Harvard's Michael Porter or Babson's Bradley Googins speaking not of wealth-hoarding, but of a maturing of corporate citizenship into something far more sophisticated and embedded than mere feel-good "philanthropy".

Yet, they are on to something: there is ample evidence to suggest that profound changes are afoot in how companies are investing in community. The Institute for Community Prosperity, at Mount Royal University (MRU), is publishing later this month a series of mini-case studies on "community investment" undertaken by Canadian companies of all sizes and forms: Publicly-traded giants like Bell and RBC, are changing the dial on our attitudes toward mental health and water conservation respectively. Credit unions like VanCity and Assiniboine have underwritten action on issues like Indigenous-settler reconciliation and predatory pay-day lending. ATB Financial has been a vanguard champion of LGBTQ rights in Alberta.

Small and medium sized businesses like Village Brewery, Ten Tree Apparel and Manitobah Mukluks are living embodiment's of Porter's notion of "shared value", where economic and social value are virtually indistinguishable.

These examples, and many others,

are used as discussion tools in a new Certificate program at MRU designed for professionals working to develop and enact a company's community investment strategy. These mavens of shared value must be nimble in their expertise and approach, understanding the complex and shifting dynamics of the social economy. They must work to ensure that investments are more than transactional, regulatory-compliant or simply 'charitable'.

They must reach across the company's business units – from supply chain to human resources to marketing – and up the chain to engage the company's executive leadership. In short, to embed a "soul" in their corner of the next economy. And there may even be hope for Fox: Rupert's son James, now CEO, has parted ways with his Jurassic dad: "All of the climate-prediction models suggest we're on the worst-case trajectory, and in some cases, worse than the worst case." A dark cloud, yes. But also a splinter of light.



The Institute for Community Prosperity connects learning, research and change leadership to build community and strengthen the common good.

mtroyal.ca/communityprosperity
@CPMRU

THE FIG TREE FOUNDATION is a Calgary-based volunteer driven organization committed to aiding disadvantaged populations by assisting the local organizations we work with. We cultivate collaboration between non-governmental charitable organizations and offer financial support for projects and programs that align with our funding criteria.



figtreefoundation.org

READER'S CORNER

Interested in learning more on topics and issues addressed during the Forum?

We have put together a list of some recommended reading and videos on CSR, social enterprise, microfinance, and sustainable development. Many of these have been recommended by the committee, presenters and exhibitors from the Forum.

CSR

Corporate Responsibility Coalitions: The Past, Present, and Future of Alliances for Sustainable Capitalism, D. Grayson, J. Nelson, 2013. (Randy Poon, Ambrose University)

Collective Impact, J. Kania, M. Kramer, 2011. (Randy Poon, Ambrose University)

A New Psychology for Sustainability Leadership: The Hidden Power of Ecological Worldviews, S. Schein, 2015. (Randy Poon, Ambrose University)

Why Business Matters to God: And What Still Needs to be Fixed, J. R. Van Duzer, 2010. (Randy Poon, Ambrose University)

The Age of Responsibility: CSR 2.0 and the New DNA of Business, W. Visser, 2011. (Randy Poon, Ambrose University)

The Good Jobs Strategy, Zeynep Ton, 2014. (Franco Savoia, Vibrant Communities Calgary)

Screw Business As Usual, Richard Branson, 2011. (WeEmploy Inc.)

Mission in a Bottle: The Honest Guide to Doing Business Differently – and Succeeding, Seth Goldman, Barry Nalebuff, Sungyoon Choi, 2013. (WeEmploy Inc.)

Responsibility Revolution: How the Next Generation of Businesses Will Win, Jeffrey Hollender (Friday's keynote speaker), Bill Breen, 2010.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value, C.B. Bhattacharya, Sankar Sen, Daniel Korschun, 2011.

RIA Guide to Responsible Investing – riacanada.ca/guide-to-ri/, 2015. (Patti Dolan, Dolan Wealth Management | Raymond James)

Businesses cannot be successful when the society around them fails.

- Responsible Business Summit 2013 (London)

2014. (Hannah Cree, HQ, BRANDED & It's Date Night)
Video: *The Way We Think about Charity is Dead Wrong!* Dan Pallotta, 2013. (WeEmploy Inc.)

Abundance: The Future is Better than You Think, Peter H. Diamandas, Steven Kotler, 2014.

Bright Lights, No City: An African Adventure on Bad Roads with a Brother and a Very Weird Business Plan, Max Alexander, 2012.

Zeronauts: Breaking the Sustainability Barrier, John Elkington, 2012.

The Coming Prosperity: How Entrepreneurs are Transforming the Global Economy, Philip Auerswald, 2012.

Start Something That Matters, Blake Mycoskie, 2011.

Social Entrepreneurship for Dummies, Mark Durieux, 2010.

A Fistful of Rice: My Unexpected Quest to End Poverty Through Profitability, Vikram Akula, 2011.

Building a Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs, Muhammad Yunus, 2011.

MICROFINANCE

Banker to the Poor: Micro-Lending and the Battle against World Poverty, Muhammad Yunus, 2008.

A Billion Bootstraps: Microcredit, Barefoot Banking, and the Business Solution for Ending Poverty, Phil Smith, 2007.

Half the Sky: Turning Oppression into Opportunity for Women Worldwide, Nicholas D. Kristof, 2010.

More than Good Intentions: How a New Economics is Helping to Solve Global Poverty, Dean Karlan, 2011.

The Blue Sweater: Bridging the Gap Between Rich and Poor in an Interconnected World, Jacqueline Novagratz, 2010.

The Economics of Microfinance, Second edition, Jonathan Morduch, Beatriz Armendariz, 2010.

SUSTAINABLE DEVELOPMENT

Dialogue: The Art of Thinking Together, William Isaacs, 1999. (Jill Andres, MRU's Institute for Community Prosperity)

The Tipping Point, Malcolm Gladwell, 1999. (Ian White, CTV News)

The World is Flat: A Brief History of the Twenty-First Century, Thomas L. Friedman, 2005. (Ian White, CTV News)

Don't Even Think About It: Why Our Brains are Wired to Ignore Climate Change, George Marshall, 2014. (Dr. Bob Dickson, Oikocredit)

Poverty in Canada, Dennis Raphael, 2011. (Franco Savoia, Vibrant Communities Calgary)

Scarcity: Why Having too Little Means so Much, Sendhil Mullainathan, Eldar Shafir, 2013. (Franco Savoia, Vibrant Communities, Calgary)

The White Man's Burden: Why the West's Efforts to Aid the Rest Have Done so Much Ill and so Little Good, William Easterly, 2007. (Paul Gomes, Fig Tree Foundation)

The Bottom Billion: Why the Poorest Countries are Failing and What can be Done About It, Paul Collier, 2008. (Paul Gomes, Fig Tree Foundation)

Dead Aid: Why Aid is Not Working and How There is a Better Way for Africa, Dambisa Moyo, 2010. (Paul Gomes, Fig Tree Foundation)

Recommended DVD – *Girl Rising*, 2013. (Medical Mercy Canada)

The Locust Effect, Gary A. Haugen, 2014. (Angie Redecopp, Ambrose University & International Justice Mission Canada)

Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty, Abhijit V. Banerjee, Esther Duflo, 2011. (Angie Redecopp, Ambrose University & International Justice Mission Canada)

COLLABORATION

What's Mine is Yours, Rachel Botsman, 2010.

Culture of Collaboration: Maximizing Time, Talent and Tools to Create Value in the Global Economy, Evan Rosen, 2009.

The Bounty Effect: 7 Steps to the Culture of Collaboration, Evan Rosen, 2013.

Nice Companies Finish First: Why Cut-Throat Management is Out and Collaboration is In, Peter Shankman, 2013.

Macrowikinomics: New Solutions for a Connected Planet, Don Tapscott and Anthony D. Williams, 2012.

Ethics is the new competitive environment.

- Peter Robinson, CEO Mountain Equipment Co-op

As you complete your time at Soul of the Economy Forum 2015, please take a few minutes to reflect...

Who are you going to connect with in the coming weeks?

What are some books you are going to read or topics you are going to learn more about?

What specific actions you are going to take – either within your own organization or with another one that you personally want to get involved in or collaborate with?

A Big Thank You

... to our keynote speakers and emcee who have challenged and inspired us

... to our presenters, moderators and panel members who have shared their ideas and experiences and led us to think about some things in new ways

... to our Executive CSR Roundtable hosts, table leaders and moderator who are leading the way

... to our exhibitors who shared their passion about the organizations, companies and causes they represent

... to our sponsors who have donated their resources to make this all possible

... to our volunteers who have given of their time and energy

... to our partners and promoters who shared their ideas for the Forum, tweeted and told others

... to you for taking the time to learn, network and share

A special thanks to the core planning committee who worked together to bring this Forum to you:

- | | |
|------------------------|--------------------------------|
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| Chris Ritter | Rotary Club Calgary West |
| Franco Savoia | Vibrant Communities Calgary |



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