

VIRTUAL
IGNITE
MASTERCLASSES:
SOCIAL INNOVATION
RESOURCE PACK

JOIN US

AND BE A PART OF THIS
INTERNATIONAL
COLLABORATION
AND START A SOCIAL JUSTICE FIRE



DELIVERED BY:

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ASSOCIATION
LEADERSHIP

SOCIAL INNOVATION - HOW CAN YOU MAKE A DIFFERENCE

Sustainability, can be described as enough for everyone, forever. New thinking is imperative in creating a world where humans can live in harmony and balance with nature. Business, and associations that represent business, are powerful allies that must be harnessed in the form of social enterprise to create a world in which enterprise serves society. This means the roles of social entrepreneurs and social enterprise are key to this shift.

THE IGNITE PROGRAMME

The IGNITE programme is a social purpose training and knowledge exchange initiative. Its focus is to explore the pivotal role associations, learned societies, professional bodies and professional institutes can play in advancing the UN's Sustainable Development Goals.

As part of the initiative, the Masterclass programme acts as a platform to celebrate all the good work associations are doing to advance their social responsibility and create value for their members.

GWYN'S RESOURCES

BOOKS:

Gwyn has shared the following books as inspiration to his thinking:

- [The Time of the Black Jaguar: An Offering of Indigenous Wisdom for the Continuity of Life on Earth: Volume 1](#)
- [Radical Hope: Ethics in the Face of Cultural Devastation](#)
- [Citizenship and Sustainability in Organizations Exploring and Spanning the Boundaries](#)

RECORDING:

- <https://uso2web.zoom.us/rec/share/gaEPeRjRPwnF9RINqOR4ICAdOVRcsPrCfqeB2zwHvBrqsvmLo-iMpbMHTg2jpCJp.uf1czFmVig7lhKa?startTime=1614180634000>

SLIDES:

- <https://img1.wsimg.com/blobby/go/8d4becdo-95db-45fb-b6e8-4e24a144f63b/downloads/Social%20Entrepreneurship%20Feb%202021%20IGNITE.pdf?ver=1615813227628>

VIDEOS:

- [B-Corp in the UK](#)
- [Tony's Chocolate](#)
- [Riversimple Case Study](#)

HOW TO MAKE A DIFFERENCE?

“What” can you do?

- Get a clear understanding of what **purpose** and **values** you want to have.
- What **outcomes** do you need to achieve your **purpose**?
- What **outcomes** undermine your **purpose**?
- What activities/projects/initiatives will create these **outcomes**?
- Review all your activities – eliminate those that don't contribute to your **purpose**.
- Create a **Business Strategy** and plan that result in a valuable and valued business that contributes to a sustainable future, for everyone, for ever.

“How”:

- Open your mind
 - Be clear about your and your organisation's **purpose**
- Open your heart
 - Choose the **values** that inspire you and represent what you **stand for** (what you care for and about) “Do the right thing.”
- Increase your awareness
 - Become aware of ALL the outcomes that result from your actions
- Become more valued and valuable
 - Determine how your business is dependant upon, and can contribute to the community, the local environment and your other stakeholders
- Choose the sustainable outcomes:
 - Eliminate the –ve; focus on the +ve

JOIN THE IGNITE GLOBAL POLICY THINK TANK

As an integral part of the IGNITE programme, we are forming a global policy think tank consisting of both sustainability and association experts and leaders from around the world. This think tank, supported by Consort Strategy and the Institute of Association Leadership, will champion the production of valuable and thought-provoking publications related to sustainability throughout 2021.

Commencing in February 2021, the group will convene six times throughout the year to support the publication of six white papers focussed on a range of sustainability issues relating to the association sector. Furthermore, the group will act as a networking platform for leaders to connect, form new partnerships and, most importantly, discuss and advance social impact and the UN Sustainable Development Goals.

Being a part of our global policy think tank offers its members an invaluable opportunity to be cited in all-important publications, which will be promoted on an international scale, and ensures that you, and your association remains informed on sustainability issues worldwide.