

On June 16, reSET held the follow-up session to our June 2 Beyond Business as Usual Forum. Over 50 participants from a wide sector, including, business, academia, nonprofit and the media came together at the Old Judiciary Room in the Capitol to dig deeper and explore further into how they can contribute to our goal of making Connecticut a Hub of Social Enterprise.

Kate Emery opened the session with a review of the definition of Social Enterprise: Any organization using market forces to achieve public good.

An active brainstorming session among the group developed the following list of ideas on some of the issues we need to tackle as we move forward:

- A social enterprise “incubator” to set an example, provide a training ground, and get the ball rolling here in Connecticut
- Partnerships with academia
- Public awareness through the media
- Legislation to provide support for the process
- Participation and support from the business community
- Set of criteria to establish minimum requirements
- Benchmarking
- Economic support systems
- Recognized definition and common language

The participants then voted on the five most critical areas to address. The results were:

- 1) Incubator—Start up a social enterprise pilot here in Connecticut
- 2) Education—Get academia involved
- 3) Financial-- Determine how we get the money flowing
- 4) Legislative—Pass laws favorable to social enterprise
- 5) Awareness—Get the message out clearly and broadly

Attendees then chose one of these five areas to join as a team and begin to come up with concrete ideas of how to develop a game plan to move forward. The results were actionable and dynamic. The teams have decided to stay together and have one more workshop to pursue their chosen area before our larger gathering on Sept. 15.

If you are interested in joining one of the teams: incubator, education, financial, legislative, or awareness, please look on our website to see when the workshop is being held. They will be at Walker Systems Support in Farmington during the summer months.



*Promoting, preserving & protecting social enterprise*

Our journey continues and the momentum builds. During the summer please visit our reSET website to keep updated on events and developments. SPREAD THE WORD!

<http://www.socialenterprisetrust.org>