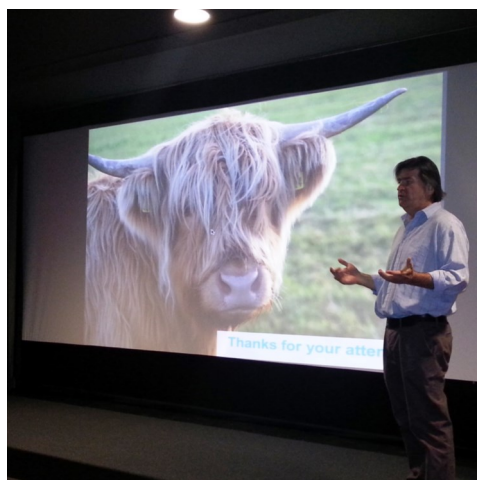




## SOCIAL ENTERPRISE AND BIOSPHERE RESERVES

### Workshop Report



Rapport 2014:8

BIOSFÄROMRÅDE VÄNERSKÄRGÅRDEN MED KINNEKULLE  
Johanna MacTaggart, Biosfärkontoret 2014



Authors : Johanna MacTaggart and Colin Campbell

Layout: Johanna Olsson, Biosfärkontoret

Photo: Johanna MacTaggart and Colin Campbell

# SOCIAL ENTERPRISE AND BIOSPHERE RESERVES

*Venue: Jönköping and Lake Vänern Archipelago Biosphere Reserve, June 14th-16th, 2014*

This workshop was designed especially for those who are actively working with social enterprise in biosphere reserves (BRs) and for those who are interested to know more. It focused on how to make BRs vehicles for social enterprise development, how to use BRs as platforms for other organizations to become less grant-dependent, and how to promote BRs as developmental arenas for social entrepreneurs.

This event was a continuation of workshops held during EuroMAB 2011 in Sweden and during EuroMAB 2013 in Canada where the Social Enterprise & Biosphere Reserve Developmental Framework (the Framework), produced with support from the Scottish Government was launched and the EuroMAB Social Enterprise working group was established. Membership of the working group is open to individuals with an interest and capacity to support the delivery of the working group objectives:

- Raising awareness of social enterprise as a financially viable model, enabling BRs to move away from grant dependency,
- Promote and understanding of the process outlined in the Framework document to assist capacity and policy to enable community initiatives and social enterprises to emerge and flourish by;
  - ⇒ Promoting examples of services and products being delivered by social enterprises in and around BRs
  - ⇒ Promoting examples of public participation being actively used in BR's
  - ⇒ Promoting examples and success stories of sustainable public procurement being delivered in BR's
  - ⇒ Promoting examples and success stories of sustainable public procurement being delivered in BR
- Evaluating the impact and added value of this approach in BR's
- To influence EuroMAB policy to support social enterprise in and around BRs because as a values based approach to business they have high levels of social and environmental respect

## WORKSHOP SESSIONS IN JÖNKÖPING

### Session I: Setting the scene

Introduction: Colin Campbell, Assist Social Capital (ASC), [www.social-capital.net](http://www.social-capital.net)

The participants introduced themselves, their organizations, and why they are particularly interested in social enterprise.



*Martin Price, Chair of UK MAB*

Martin became involved with BRs in the late 80s. Martin believes there is too much focus on public funding, which can make BRs vulnerable to changes in political interests and Social Enterprise (SE) is possibly a way to run BRs in a way that can bring great independence and stability.

*Idris Mushrifah, Professor at University Kebangsaan, Malaysia and member of the National MAB Committee, Malaysia.*

The first BR created was a watershed area. A lot of research was carried out to develop the Action Plan. There are 3 main groups in the BR:

1. Indigenous people - would like them to be more involved in the process.
2. People involved with oil palm industry, which is part of the biggest export market in Malaysia
3. Incomers who work in the palm industry.

There is a lot of conflict between the 3 groups and Mushrifah would like to find new ways and incentives to encourage local people to become more involved and joined this group to learn about the possibilities that community based entrepreneurship might bring.

*Ruslan M. Shafiq, Researcher, University Kebangsaan, Malaysia*

Shafiq is a researcher involved in the BR project in Malaysia. He is particularly keen to find ways to engage local people, particularly young local people in their communities and believes that SE could be a way of achieving this and would therefore like to learn more.

*Andy Bell, Director of North Devon BR, UK*

North Devon was the first UK BR to achieve the UNESCO accolade as a new style BR in 1992 and extended in 2002. NDBR cover the entire North Devon catchment area. They have always had an interest in business and social enterprises, but remained fairly reliant on Government grants. A lot of work has been carried out supporting greener economy and are now looking at becoming a Social Enterprise themselves.

NDBR is developing a support network for social entrepreneurs to kick start new social enterprises. They have a Seed Corn Investment Fund for SE and specialist training in place through the School for Social Entrepreneurs. This year 26 people went through the SE course. They plan to set up a SE Forum.

*Megan de Graaf, Manager Fundy BR, Canada.*

It is increasingly difficult to get Government support for their work. As a result they have been working to move projects that were previously funded to become income generators for their work. Megan believe SE is probably a good thing for them to develop and so excited with the plans for a project to promote SE in Canada. Fundy are working to keep their BR alive in the long term. She is currently living in EU to learn from people as much as she can while here.

*Janne Lundh, Entrepreneur and Founder and Director of Peas on Earth, Sweden*

Janne heard about this meeting when he was attending the ICC meeting to present his company. He lives on an island and was late because he had to wait for the ferry.

His machine makes ethanol. - EU is importing 50 million tonnes of soya. 98% of Euro-guy is covered with soya for us. We should bring this back to EU. Can also make ethanol. 20% more horsepower and reduces the carbon footprint.

Janne's company is completely commercial but it is close to BR values. The market potential is huge, for the EU to produce its own protein 17,000 machines would be required. His company will make money and payback for current investment is 18 months. The process also reduces the need for chemical nitrogen. Janne has been working on this project for 8 years and sold shares to 47 people, including the Chair of the Club of Rome.

*Nuria Alonso, Coordinator of Ancares Leoneses BR, Spain*

Nuria is interested in being part of the SE & BR Working Group to learn about the concept of SE to be able to use it in her BR but also to others in the Spanish BR network. There are already people in Spain doing this but they aren't aware they are doing that and they need some support to become fully fledged SEs. There's a growing interest in the Spanish network of 40 BRs. Until recently BRs in Spain were focused on tourism and conservation but not many have been looking at sustainable development. Nuria is keen to make this approach more visible so BRs can learn from each other. They have translated the Framework document into Spanish to have a common concept. Nuria running a summer course on SE to spread the value of it in BRs and in September coordinating a training course for the Spanish BR Co-ordinator Network.

Spain is perhaps still at the beginning of this transition and the economic crisis in Spain means it's all the more needed. However change seems to be a bit slower than it could be. Nuria's BR is in the same situation. Many people doing good projects but sometimes they aren't aware and need some support to grow. So they are opening forums with experts and academics and universities to increase awareness in their area.

*Jean-Philippe Le Messier, Founder and Director of Manicouagan BR in Quebec and Chair of Canadian Association of BRs (CBRA), Canada*

JP has been doing SE for a couple of years and this work on the Development Framework gives them the chance to put a name to the work they do and also a rigour and theoretical base. They have been developing lots of services for inside and outside their BR which makes up 75% of their income generation. So 2 things they are interested in is the values based approach and also sustainable development. Manicouagan BR wants to be close to the private sector. SE makes us think more like a business. When the Canadian Government withdrew core funding suddenly a few years ago 1/3 of the Canadian BR network crashed. Since there is NO public funding available in Canada this approach is a necessity.

*Johanna MacTaggart, Coordinator Vänerskärgården med Kinnekulle BR and Swedish MAB Coordinator.*

Vänerskärgården med Kinnekulle BR runs the Business Innovation System (BIS) an incubator model for entrepreneurship. An example of the benefits of this project is the fish project, which enabled scientific knowledge to add value to the local fishing products, minimizing waste and maximizing economic returns for the fishermen.

Johanna believes there is a need to think about the BR establishment and how they are funded since Sweden is heading in a similar direction of travel as public funding becomes ever more difficult to source.

*Stan Boychuk, Chair of Canada MAB.*

Stan has long had an interest in social enterprise and is keen to see the Canadian BR network engage with this approach. The Canadian Government is not appreciative of the work of BRs so the only option to achieve significant impact in BRs is to become independent, sustainable organizations in their own right. To this end Stan has been working with Colin Campbell on developing a project to promote training on SE based on the Framework, which JP and CBRA are also involved with.

*Colin Campbell, Founder and Executive Director Assist Social Capital (ASC) Community Interest Company*

Colin has been working on social enterprise and social capital since 2000. Through his work he has created an extended grassroots network of Social Enterprise Networks, which encompasses over 500 active members in 18 geographic regions and 4 thematic areas (Sport, Culture, Food and Health). Colin also worked on the development of ReadyforBusiness.org, an online platform to connect SE with new market opportunities within the public sector. Scotland currently has the most effectively network social enterprise sector globally and the Scottish Government is keen to tap into the interest that this is generating internationally, hence their support for the work Assist Social Capital is doing in connection with the Man and the Biosphere Programme.

Colin became aware of the MAB programme at EuroMAB 2011 in Sweden and is very pleased to have been able to revisit to launch the Social Enterprise & Biosphere Reserve (SEBR) Framework and to launch the next phase of this work, the SEBR Platform (see more details below).

## Session 2: Context café

This session aims to discuss the value of social enterprises as well as the value of moving away from grant dependency. The participants discussed the following:

- What would you like to have/introduce to your biosphere reserve or networks.
- What steps could/should be taken to develop social entrepreneurship as a part of MAB Future Strategy?
- How can biosphere reserves take a leadership role in working with ethical businesses?

## Summary of discussions

### Group I

Some of the participants suggested that introducing a capital investment fund, or some sort of crowd funding would be beneficial to the BR, for example a renewable energy fund. It was acknowledged that there is a need for a mechanism for local investments in BRs. There was also an obvious need for capacity building and local advisors that can assist with expertise in branding and marketing as well as to highlight and give increased visibility to the added value of the BR. All this can be incorporated in a social enterprise platform. The participants also recognized that there is a local need for skills and change in mindset in order for BRs to become natural arena for social entrepreneurs.





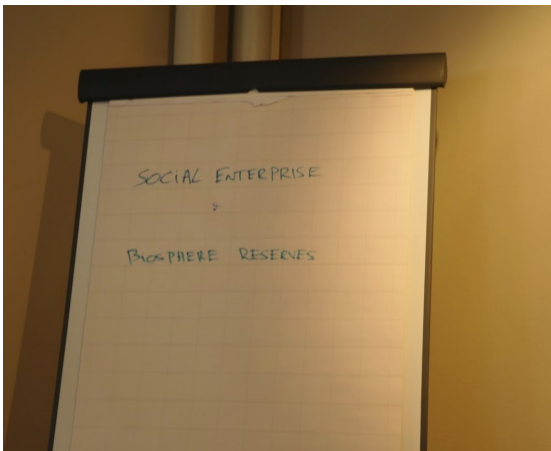
## Group 2

The group spent time discussing the relative importance and differences which emerge from looking at Biosphere Reserves as a social enterprise and/or as platforms which can encourage social enterprise to become established and to thrive in and around the Biospheres. In general it was agreed that this would largely be dependent on the context of each BR, on the regulations and attitudes at a national level. There were for example significant differences between the local contexts in Canada, Spain and Malaysia, with Canadian BRs receiving no public funding to the Malaysian system which was very much run by the public sector.

The group felt social entrepreneurship could be through the BRs acting as hosts for training and advice with opportunities for mentoring to support incubation and innovation of social enterprises.

BRs could act as the liaison between universities and the public and it would be beneficial to encourage the involvement of indigenous people's by tapping into their cultural heritage as a means to generate income, e.g. through crafts and cultural experiences.

The group also thought it would be valuable for a BR to have some sort of central hub, providing a focal point for the BR to share information and build connections with local communities and visitors.



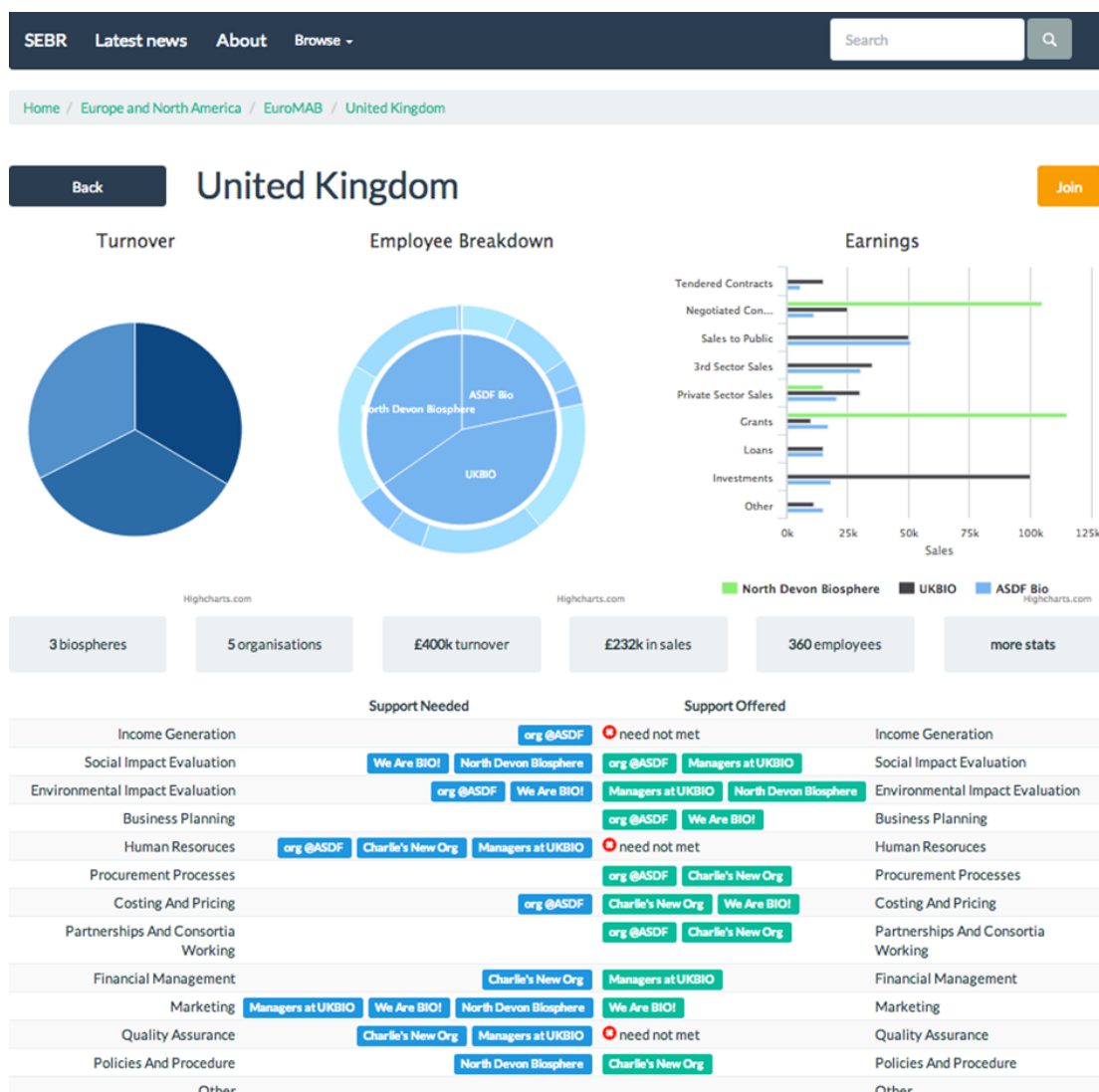
### Session 3: SE & BR Online Platform

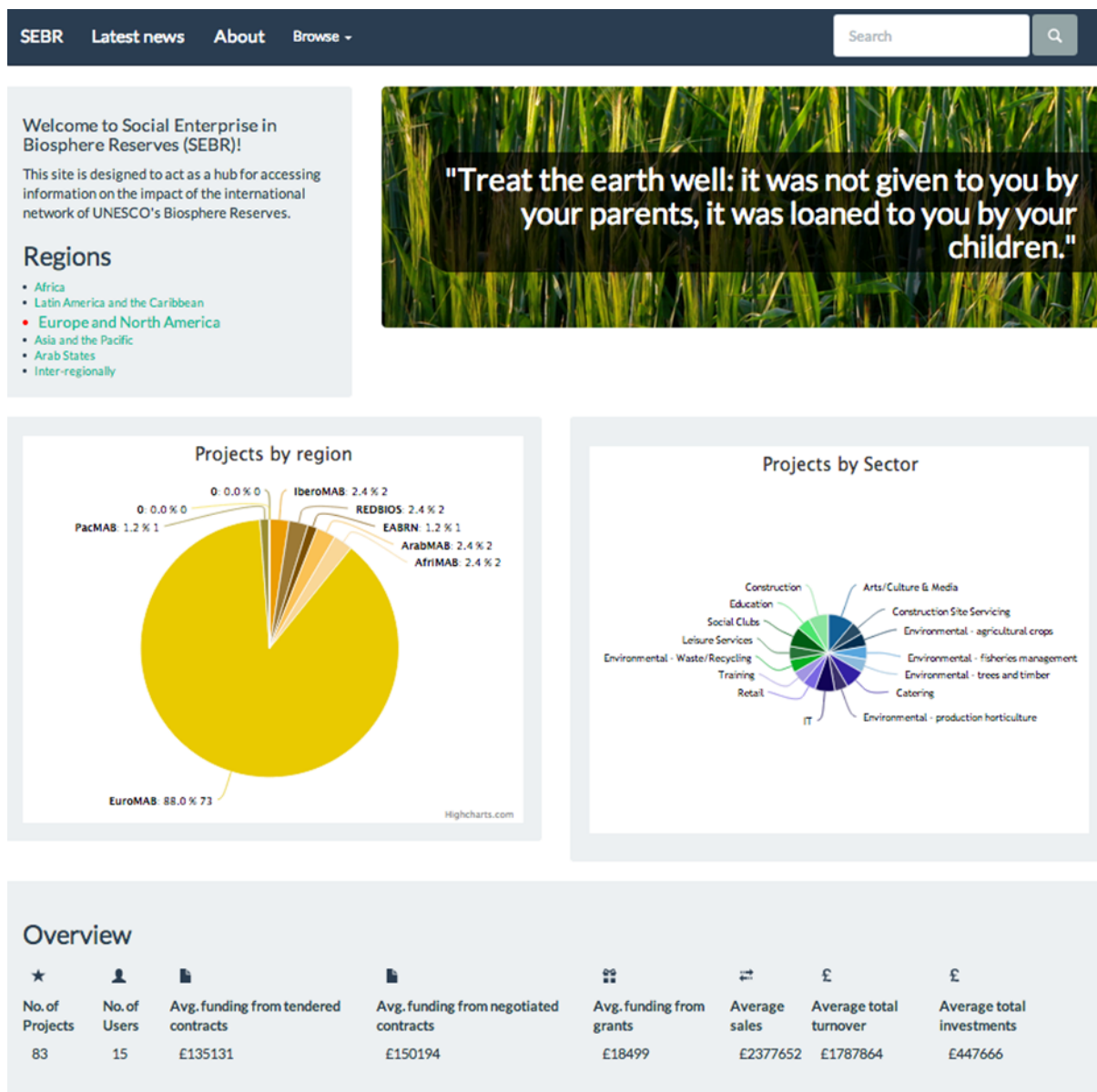
Again, with the support of the Scottish Government, ASC has developed an online platform to promote and highlight social enterprise and social capital as an effective means of moving towards sustainable economic outcomes for BRs internationally.

### Objectives

The aim of the platform is to highlight the socio-economic value and impact of Biosphere Reserve and the social enterprises within them. The resultant information will increase the knowledge base of the economic impact of Biosphere Reserves with an initial focus on EuroMAB Working Group and Cluster members.

ASC has designed and developed the SEBR Platform to capture the evidence of progress being made as a result of the adoption of the Development Framework by Biosphere Reserves, initially with a focus on BRs from the EuroMAB zone. The Platform is still in development and requires solid data from partners before it can be made live, however a prototype was launched at the post- Intergovernmental Coordinating Council meeting in Jönköping in Sweden in June 2014. Below are screen shots of the platform, showing the kind of information and data that will be made available to the BR network and the wider public.





## EXCURSION AND WORKSHOP SESSIONS IN LAKE VÄNERN ARCHIPELAGO BIOSPHERERESERVE

### Meet Pia Åkesson, Chair of Quarry association - a social enterprise

Venue: Lugnås Millstone Quarry [www.qvarnstensgruvan.se](http://www.qvarnstensgruvan.se)

The millstone mine in Lugnås is the only mine of its kind in Europe that is open to the public. Here visitors can hear the guide's story about life and work in the old days. In Lugnås, they have made millstones than 800 years, and traces of this human activity can be found all over the mountain. Lush deciduous forest hides much of the mile-long scrap stone piles, but around the mountain one finds heritage that people of historical Lugnås left behind in the form of about 600 opencast and 55 mines, one of which is open for tours.

The local association of the millstone quarry is a nonprofit organization that aims to inform visitors about the cultural heritage of millstone quarrying in Lugnås by storytelling and by giving visitors an experience of the quarry and adjacent buildings. But the core value of the association is to provide jobs to young people living in the neighborhood. Every year they offer a guide training programme to about 10 young people from the village. When they have successfully completed the training programme, they are offered seasonal employments as guides of the mine. When this development of the organization was initiated, less than 10 years ago, the first goal was to offer the young employees an hourly wage of competitive rate. This has been successful and the association makes some profit today. Pia says that the first year they made profit, they increased the wages. So, profit is being reinvested in the organization.



*Lugnås Millstone Quarry*

Added benefits of this program for young people, is that it increases the young people's social- and language skills and they become very good ambassadors of the local region. It can be shown that the programme is a great preparation for young adulthood, and several of the previous millstone quarry guides have managed to get very good job positions based on their experience as guides and their training through the programme.

### **Meet Märta Gustavsson, a social entrepreneur in the Biosphere Reserve**

Venue: The gardens of Lassegården: [www.lassegarten.se](http://www.lassegarten.se)

The Gardens of Lassegården is located opposite the homestead in Karleby, 7 km south of Mariestad. The village is a national cultural heritage with buildings dating back to the 18<sup>th</sup> century. Lassegården is actively contributing to the continued conservation of the cultural heritage.



The garden is run by gardener and chef Cecilia Blomkvist and her husband Joakim Lilja. They grow, sell and cook organic vegetables and produced in their garden, mostly traditional species, and collaborate with other local producers by offering their products in the farm shop.



*Lassegården*

At Lassegården, we met Märta who is a social entrepreneur on the Kinnekulle mountain. She told the group about her business where she guides groups, both in the scenic cultural landscape of Kinnekulle and also in increased well-being. In her romantic cabin, she welcomes love couples! She is also very active in some youth programs in the region that aims to decrease youth unemployment. Märta is on the board for the local parent cooperative Kullebarn, “Children of Kinnekulle”, which is a pre-school focused on out-door activities and food quality. The pre-school is certified by KRAV, a national label for organic standards.

### **Session 5: Working group input to MAB Future Strategy**

This session aimed to identify specific themes within social entrepreneurship that may be submitted as a working group contribution to the MAB Future Strategy. It focused on feedback from the visits to the Mill Stone Mine and our meetings with the other social entrepreneurs. The group was extremely impressed with the commitment and passion shown by all those we met and the appreciation the social entrepreneurs showed for the Biosphere. We also talked about the value of the Biosphere Ambassador programme and the Eco-Tourism network and the mutual benefit for the Biosphere the social entrepreneurs and the local economy.

Following on from this the group talked about the next steps. It was suggested that it would be valuable to grow the number of case studies, begun through the Framework and to use the SEBR Platform as a means to demonstrate value and also grow the internal market for Biospheres. Additionally, the group was keen to influence the new WNBR strategy. The most effective means of doing this will be do input in the Action Plan that will be prepared based on the new strategy.

### **Excursion to Mount Kinnekulle, guide Brigitta Gärdefors**

Kinnekulle is one of the peculiar plateau mountains in the Biosphere Reserve, situated on the east shore of Lake Vänern. The rich and varied nature on Kinnekulle has been noticed for long. The varied geology, the warm and dry local climate and centuries of grazing and mowing have created conditions for an unusual concentration of biodiversity,

Kinnekulle is included in the network Natura 2000 where the purpose is to create necessary conditions for the long-term management and preservation of habitats and species. Birgitta told us about a project funded by the EU Life-Nature fund with 5,7 million Euro. The project aimed to establish collaborations with landowners and animal keepers to create and improve necessary conditions for preserving a large number of rare and threatened species. By restoring land, building stables for cattle, putting up fences in order to promote grazing, 600 hectare of natural grassland was established in addition to 19 new nature reserves. The project also included improvement of conditions for veteran trees and adjusted forestry.



*Mount Kinnekulle*

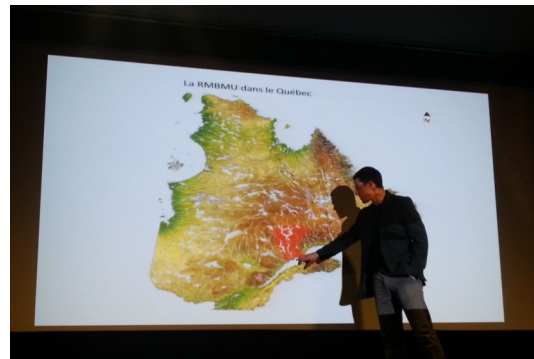
## Session 6: Seminar in Götene

Local people were invited to listen to two of the workshop participants.

Full presentation in appendix 1: A Value based approach to business, Colin Campbell, Assist Social Capital, Scotland.



Full presentation in appendix 2: Biosphere Reserves: Make industrial private sector part of the solution, Jean-Phillippe Messier, Maniquouagan-Uapishka Biosphere Reserve



### Participants:

Andy Bell, North Devon BR, UK, [andybell33@hotmail.com](mailto:andybell33@hotmail.com)

Colin Campbell, Assist Social Capital, Scotland, [colin@social-capital.net](mailto:colin@social-capital.net)

Idris Mushrifah, Universiti Kebangsaan, Malaysia, [mushrifahidris@gmail.com](mailto:mushrifahidris@gmail.com)

Janne Lundh, Peas on Earth, Sweden, [janne@munken.se](mailto:janne@munken.se)

Jean-Phillippe Messier, Maniquouagan BR, Canada, [jpmessier@rmbmu.com](mailto:jpmessier@rmbmu.com)

Johanna MacTaggart, Lake Vänern Archipelago BR, Sweden, [johanna.mactaggart@vanerkulle.se](mailto:johanna.mactaggart@vanerkulle.se)

Martin Price, National MAB Committee, UK, [martin.price@perth.uhi.ac.uk](mailto:martin.price@perth.uhi.ac.uk)

Megan de Graaf, Fundy BR, Canada, [info@fundy-biosphere.ca](mailto:info@fundy-biosphere.ca)

Nuria Alonso Leal, Ancares Leoneses BR, Spain, [nuria.alonso@ancaresleoneses.es](mailto:nuria.alonso@ancaresleoneses.es)

Ruslan M. Shafiq, Universiti Kebangsaan, Malaysia, [muhammadshafiqruslan85@yahoo.com](mailto:muhammadshafiqruslan85@yahoo.com)

Stan Boychuck, National MAB Committee, Canada, [stan@boychukconsulting.com](mailto:stan@boychukconsulting.com)

Suk-Kyung Shim, ICLIE, Republic of Korea, [hallosks@gmail.com](mailto:hallosks@gmail.com)



- BIOSFÄROMRÅDE VÄNERSKÄRGÅRDEN MED KINNEKULLE
- Biosfärkontoret, Box 77, 542 21 Mariestad
- [info@vanerkulle.se](mailto:info@vanerkulle.se), [www.vanerkulle.se](http://www.vanerkulle.se)

