Social Sector Franchise innovations Roundtable (SSFIR)

Wednesday, October 18

9:00 am– 9:15 am  Welcome
Review of the Roundtable Agenda and Welcome

9:15 am– 10:00 am Opening Keynote Address and Q & A
Keynote Speaker Greg Hills, Managing Director of FSG

10:00 am– 10:20 am  Introductions
Brief Introductions of participants - names, organizational affiliations

10:20 am– 10:35 am
Coffee/Tea Break

10:35 am– 12:00 pm  Panel and Discussion
Innovative Measurement Breakthroughs in Health Sector Franchising

Large INGOs promoting sexual and reproductive health were some of the earliest pioneers in social sector franchising. Initially these programs were not focused on financial sustainability and frequently utilized fractional models because of their ability to overlay SRH onto existing health services. As SSF matures new models are emerging that can provide high quality services and begin to build local franchisee capacity and scale.

This panel will begin by looking at the shift in program design towards greater sustainability by one of the largest providers of SRH Marie Stopes International. Also considered will be Apollo Health Care a commercial franchise network which provides health services at a very large scale with a strong social mission in India. We also learn about relative newcomers in social sector franchising with innovative models that can serve the BOP in hard to reach rural areas such as HealthStore Child and Family Wellness (CFW) Shops in Kenya and Global Partners in Hope’s West African health franchise network are leading the way balancing sustainability and significant social impact.

Moderator:
Fiona Wilson

Panelists:
Neeraj Garg, CEO, Apollo Health & Lifestyle (invited)
Ian Vickers, Founder, Global Partners in Hope (invited)
Greg Starbird, Starbird Consulting and founder Child-Family Wellness Clinics (invited)
Helen Blackholly, Vice President & Director Health Systems, Marie Stopes International (invited)

12:00 pm – 12:45 pm Lunch

12:45 – 1:15 pm

1:15 pm– 1:35 pm Check in on our inaugural Living Case Studies
Live or recorded presentation and Q & A with Mark Mutaai, Jibu and Victor Mhango, Ziweto Agrovet Enterprise and Ignite. What progress has been made, major deviations from the plans made at SSFIR 2016 what the future holds.

Building the Social Sector Franchise Ecosystem Part One: Current Organizational support for the Field.
Non-Profit organizations like the International Centre for Social Franchising, UNH Social Sector Franchise Accelerator and profit oriented firms like Impact Capital and Stage Sixth all provide vital support to individual social sector franchises and also contribute to strengthening the overall field. The IFA’s Social Sector Task Force, the SSTF Mentoring Program and the Next Gen competition mobilize support for SSF from the commercial franchising industry and identifies emerging, young franchise entrepreneurs (including socially oriented enterprises). In this short exploratory session we will learn about each organization and begin the discussion about maximizing connections, learning and support for social franchisers and the emergent field of practice beginning the conversation that will take place later in the afternoon.

Moderator:
Bill Maddocks

Panelists:
Julie McBride, Stage Six
John Simon, Impact Capital
Raili Marks, International Centre for Social Franchising
Marla Rosner, IFA Social Sector Task Force

2:30 pm – 2:45 pm Coffee/Tea Break

3:00 pm – 5:30 pm Building the Social Sector Franchise Ecosystem Part Two: Developing a research agenda and community of practice to catalyze the growth of the Social Sector Franchise ecosystem

Facilitators:
Kim Wilson and Kim Alter (invited)

This year’s roundtable theme is “Moving from Pilots to Proven Concept: Tools, Metrics and Best Practices for Social Sector Franchising.” The Social Sector Franchise field is maturing rapidly and across the globe social franchising is showing potential as an effective, efficient and consistent way to reach large numbers of customers with life-saving/enhancing social goods
and services. Building a robust and capable social sector franchising field of practice will require marshalling the knowledge, resources and support for social enterprises working to meet a myriad of business and social impact goals in a wide range of contexts and geographies.

The goal of this session will to draft a comprehensive research agenda and other mutually reinforcing activities to develop the ecosystem for the Social Sector Franchise field. We will also formulate a plan for the establishment of Social Sector Franchising Community of Practice that will be a skills, ideas and problem solving forum for everyone actively involved in SSF work globally.

5:30 pm – 6:15 pm Pre-dinner Break

6:15 pm – 7:45 pm Evening Keynote and Dinner – Galen Welsch, Co-founder Jibu

Wednesday, October 19

8:00 am – 8:30 am Coffee/Tea

8:30 am – 9:30 am Introduction of the Social Sector Franchise Accelerator Process 2017-2018 - All five new Social Sector Franchise Accelerator protégés will make 10 minute introduction of their social franchises and Critical Issues followed by 5 minutes of clarifying questions from participants.

9:30 am – 1:00 pm Accelerator Solutions Prototyping with Working Lunch* (buffet available from 12:00pm – 12:45pm)

Participants will be break into five groups, one for each SSFA protégé, to work through a solutions iteration process that will have as its end result an action plan for moving the franchise forward to the next stage of development. The action plan will identify possible strategies for solving key constraints, attracting financing, resolving management dilemmas, etc. The action plan will guide the mentoring relationship between the IFA mentor and the SSF franchiser.

1:00 pm – 2:00 pm Accelerator Solutions Prototyping Teams Report Back
Each team will have 10 minutes to report back on the Accelerator Solutions Prototyping process and the action plan created.

2:00 pm – 2:30 pm Next Steps and Wrap-Up