

BRIEFING NOTE

SOCIAL ENTERPRISE AND THE 2012 GAMES

- The Olympic Games will run from 27 July to 12 August 2012. The Paralympic Games will run from 29 August to 9 September 2012.
- The potential for the 2012 London Olympic and Paralympic Games to catalyse social, environmental and economic benefits for the city – and the country as a whole – has been widely recognised.
- A theme that distinguished the London bid from others in July 2005 was the commitment to ambitious **environmental and social principles**, ensuring that the Games leave a meaningful long-term legacy for communities in the whole country, not just in London.

What is social enterprise?

- Social enterprise is a **business model** that aims to deliver across a range of economic, social and environmental outputs – the ‘multiple bottom line’. It can bring wealth and empowerment to communities which may be otherwise marginalised, including ethnic minorities (BAME), disabled people and women.
- Social enterprises take on a range of different company legal structures, including Community Interest Company, Industrial & Provident Society, Limited Company, Trust, and Co-operatives. They operate over many different industry sectors including arts and design, childcare, sport and leisure, finance, health and social care and transport.

Social enterprise's role in Olympic procurement

- The Olympic Delivery Authority's Supplier Guide (2008) states:
The London 2012 Games aim to deliver an economic, social, environmental and sporting legacy. *-page 6-*
- The ODA's Procurement Policy states:
SMEs, businesses owned by BAME people, women, and disabled people and social enterprises are particularly important in developing the Olympic Promise, locally, regionally and nationally...
As the major opportunities for smaller organisations are within the supply chains of its major contractors, the ODA will encourage those contractors to open up their opportunities... *-page 31-*
- The London 2012 website states:
LOCOG will manage its procurements separately from the ODA, but it will also adopt fair and sustainable procurement principles and processes.
- As businesses with social and environmental aims that are rooted in the local community, social enterprises can offer many of the **social and sustainability outcomes** hoped for by political actors and Olympic bodies. This presents **better value for money** in the delivery and legacy of the 2012 Games, and will **strengthen bids for 2012 contracts**.

Supply chain diversity and partnership to win

- Most opportunities for social enterprise will arise from supply chains around the major contracts.
- We encourage formation of consortia / partnerships to combine the skills, expertise and competitive edges of private sector organisations and social enterprises when bidding for 2012 contracts or sub-contracts as this can strengthen the bid itself.
- We encourage Tier 1 contractors to open their supply chains to social enterprises. Diversifying sub-contractors to include social enterprise shows commitment to ensure achievement of social and environmental aims.

About 'Social Enterprise: Winning with 2012'

Social Enterprise: Winning with 2012 is a national project funded by the Office of the Third Sector (OTS) and is comprised of a partnership between Social Enterprise London and Social Enterprise Coalition.

There are two sides of this project:

- representing the voice of social enterprise from across the country to policy-makers and procurers.
- providing up-to-date information, particularly about business opportunities, from policy-makers and procurers to social enterprises across the country.

If you have relevant news or information that you would like to share, we would like to hear from you. Please let us know if you:

- have ideas on how to ensure social enterprise gets the most from 2012
- know of any publications or events suitable for social enterprises wanting to bid for Olympics contracts
- are organising relevant events or producing relevant literature that you want us to promote
- are a social enterprise that have bid or wants to bid for Olympic contracts

To get in touch, please send email to Wan Saiful Wan Jan (wan@sel.org.uk) or call 020 7022 1920.

Please also visit the project microsite: www.sel.org.uk/2012

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THE VOICE OF SOCIAL ENTERPRISE