

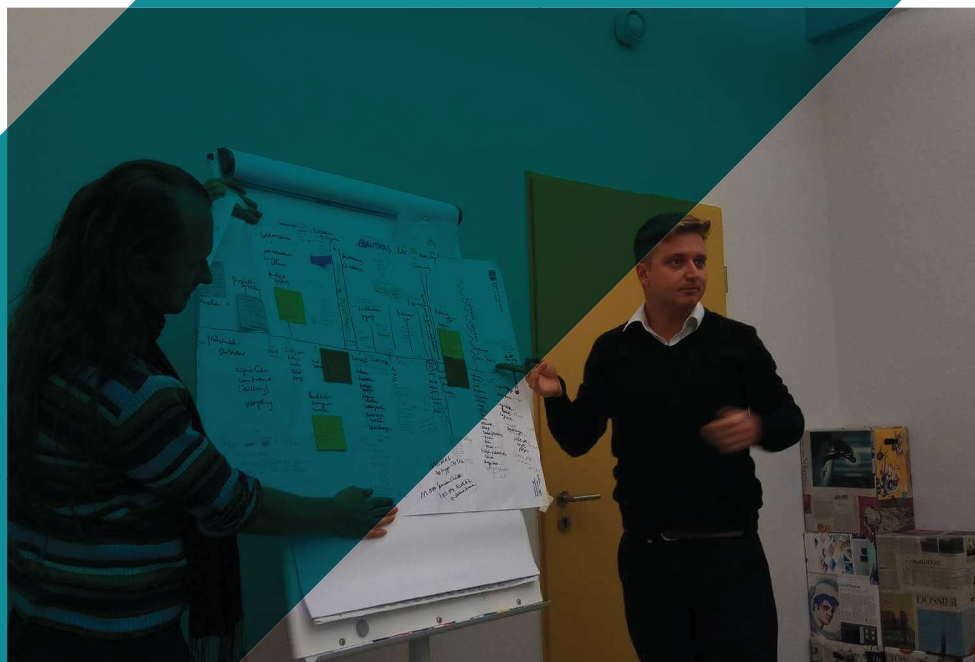
**INTERNATIONAL  
FSL CONFERENCE**Pécs  
HUNGARY2019  
06.06.**FairSharesLab****NEWSLETTER #5**

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Dear FairShares Lab community,

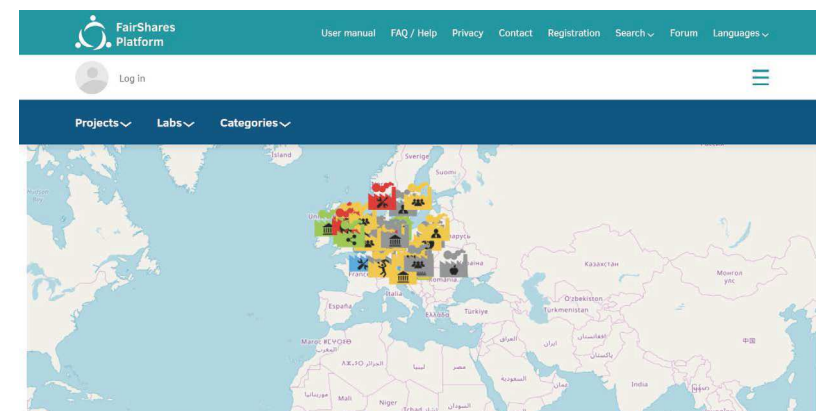
we like to present you the 5th newsletter of our Erasmus + project. In this newsletter you can find the invitation and the agenda of our international conference, which takes place at 6th of June in Pécs. You are welcomed to join the conference, please use the registration links or please contact the organising team from our Hungarian partner Zöld-Aktiv. In the recent 5 months the Train the Trainers tools has been finalised. You can find the English course on our Platform by following this Link <https://fairsharesplatform.eu/courses/>. The other language versions will follow until end of June.

The FairShares Platform and the FairShares Planner are becoming more and more popular. More than 100 user has been registered, 15 FairShares Labs are created and more than 50 FairShares projects are under development in different stages. This is a great success, and FairShares has also reached other countries than participating in our project. First Labs and projects have been registered in Ireland, Belgium and in African countries. During our conference we can show you many of these Labs and projects as good practices.

We can also present you some screenshots and pictures from our workshops and trainings happened in 2019 so far. We wish you a lot of fun by reading our news and please visit us on our FairShares Platform and become a registered user [www.fairsharesplatform.eu](http://www.fairsharesplatform.eu)

Kind regards and we hope to see you at 6th of June in Pécs

Roger Schmidtchen, coordinator



# International FairSharesLab Conference

06.06.2019

*Pécs Hungary*

Registration on  
[info.zoldaktiv@gmail.com](mailto:info.zoldaktiv@gmail.com)

Four years ago an international group of activists in the field of social and cooperative businesses discussed the exciting new idea of FairShares that was coming out of the UK. As a result 6 partners from 5 countries and the strategic partner of FairShares Association and FairShares Institute of Sheffield Hallam University developed an ambitious project, the FairShares Labs. Our application for an innovative adult learning strategic partnership at Erasmus + program was successful. Now we are very proud to present and discuss with you our developed outcomes the FairShares Labs Methodology, the FairShares Labs Platform, the FairShares Labs Planner, the FairShares Labs Train the Trainers tool and finally the FairShares Labs Handbook with results and practical guidelines how to start and run new FairShares Labs. We are welcoming a broad international audience of followers, FairShares beginners and early adopters as well as entrepreneurs, scientists, students, representatives from local and regional policy and economy and many other people interested in FairShares ideas to join our conference. We expect a big audience, interesting presentations and a critical discussion. Welcome in Pécs at 6th of May! FairShares is proving to be one of the most significant developments in the world of business this century and this conference will surely be a landmark in its history.

Roger Schmidtchen, Verein zur sozialen und beruflichen Integration e.V.  
(Germany), project coordinator

The social enterprises in Hungary are not so prominent as in the majority of EU countries. That is not to say that social problems, which the social enterprises can effectively contribute, are present in our country too (e.g. reintegration of those people who are permanently excluded from the labour market). Accordingly it is important every project should work with social enterprises that can provide concrete, tangible help to create businesses. The innovative and complex FairSharesLab project has paramount importance in our country. I believe many people will get inspiration to create a social enterprise through the disseminating the results of the project. Organised the final conference the University of Pécs Faculty of Economics Institute of Marketing and Tourism also attended. This faculty had a defining role in the domestic understanding of the blue economy concept, which closely tied to the FairSharesLab project. The colleagues of the Institute tied with many professional threads to the FairShares conception, such as tourism, or researches in corporate social responsibility.

Prof. Zoltán Kaposi director, University of Pécs Faculty of Economics Institute of Marketing and Tourism

The work of partners in the FairShares Labs for Social and Blue Innovation project has brought to life ideas pioneered by members of the FairShares Association. Furthermore, it provided a stimulus to scholars at Sheffield Hallam University to engage in research and improve the quality of educational resources available to FairShares practitioners applying the FairShares Model to practice. The creation of a FairShares Platform, Planner, Train the Trainer tool has been matched by the creation of a FairShares Rules Generator, Social Auditing Tools and 'Introduction to the FairShares Model' course by association members. At this conference, we will jointly raise the profile of FairShares even further, and build the networks of people applying the FairShares Model in social enterprise development, teaching and learning and research support. We are enormously impressed with the commitment and ambition of the many FairShares practitioners who engaged with materials created by (and for) FairShares Labs. The ability to map its impact, and document its spread, is creating a new environment for social enterprise development that changes the infrastructure for socio-economy in fundamental ways. We hope many people will join us at the conference.

Professor Rory Ridley-Duff, FairShares Institute for Cooperative Social Entrepreneurship/FairShares Association Ltd



# PROGRAM International FairSharesLab Conference 2019

10.00-13.00 Plenary Session

13.00-14.00 Lunch

14.00-16.30 Workshops

16.30-17.30 Plenary Session, Final conclusions

17.30 End of the conference

Conference language is English

Venue is barrier-free

## 09.30-10.00 Press conference (in Hungarian)

**10.00** Official welcome: **dr. Zoltán Schepp**, University of Pécs (PTE) Dean of the Faculty of Business and Economics

**10.05** Official welcome: **Szabolcs Rabb**, Secretary general, CCI of Pécs-Baranya, President of Szentágotthai Research Centre Industry and Innovation Advisory Board

## 10.10-10.40 The FSL project and the developed tools: Methodology, Platform, Planner, Train the Trainers Tool and the Handbook - Roger Schmidtchen project coordinator, VSBI Germany

The project coordinator will first give an overview of the project data, the goals achieved and the experiences made in this Erasmus + strategic partnership. In the second part he will present shortly the 5 developed instruments and tools. The Methodology describes the theoretical background, researches and fundamental methods and methodologies of FairSharesLabs. The Planner is the interactive planning tool to develop FairShares businesses. The Platform is the common basis on which all tools, FairSharesLabs and FairShares plans and businesses are hosted as well as registered user can communicate. The Train the Trainers Tool offers a blended and online learning option for our new FairShares experts and trainers. Finally the FairShares Handbook reports the experiences made in the project and describes the paths how to implement and run new FairSharesLabs.

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## 10.40- 11.45 Wealth, Social Enterprise and the FairShares Model - Rory Ridley-Duff, Professor of Cooperative Social Entrepreneurs-hip at Sheffield Business School and a research leader in the Department of Management, board member of Social Enterprise International Ltd and FairShares Association Ltd.

This presentation explores how social enterprise and sustainable development can be aligned by applying the FairShares Model to cooperative development. The adoption of public policies on sustainable development goals (SDGs) challenges current conceptions of wealth. Using materials published by the FairShares Association and International Integrated Reporting Council (IIRC), Prof Rory Ridley-Duff describes six forms of wealth (natural, human, intellectual, social, manufactured and financial) in FairShares Model V3.0. He uses them to explore case studies that illustrate FairShares principles in action, and how they alter the distribution of wealth and power to address sustainable development goals. The result is a new enterprise development approach that rewards the contributors of each form of wealth in new ways. He concludes by arguing that the FairShares Model is coherent philosophy for cooperative social entrepreneurship that acts as a bridge between the worlds of social enterprise and sustainable development.

## 11.15-11.40 Coffee break, possibility of informal discussion

## 11.40 - 12.30 Presentation of three exciting good practices moderated by Cliff Southcombe, Director SEI 12.30 - 13.00 Forum, Questions

## 13.00-14.00 Lunch/Buffer reception and informal discussion Opportunity for press interviews

## 14.00 - 15.00 Workshop Sessions 1

## 15.00 - 15.30 Networking Break and changing the workshop rooms

## 15.30 - 16.30 Workshop Session 2. 16.30 - 17.15 Plenary Session

Summarizing the workshop sessions - short reports about discussion and results by the workshop leader

## Moderated by Rory Ridley-Duff (GB)

## 17.15 - 17.30 Final conclusions, awarding the best projects, critics and closing speech

## Moderated by Roger Schmidtchen, project coordinator (GE)

## 17.30 End of the conference

## 14.00 - 15.00 Workshop Sessions 1

### **Workshop 1: New democratic decision making - opportunities and challenges**

FairShares brings us to a new way of decision making that reflects the change of power away from hierarchies. New technologies like Loomio Slack and Monday are giving new FairShares companies opportunities to make their organisation structures more inclusive and democratic. What are the lessons coming from this increasing new practice of democratic making?

**Leader: Cliff Southcombe (GB), Founder of Social Enterprise International Ltd**

### **Workshop 2: Assets for everyone! FairShares trade can help communities prosper and share in the wealth and value they create.** If it works so well in the UK, why would it not work anywhere else in the world?

Best practises of FairShares trade

**Leader: Sonja Vukovic, Founder of SLAP Association host for LocoSoco (CRO)**

**Workshop 3: Learning about FairShares: what courses and learning approaches are available for FairShares in your country context.** In this session, we review the key learning and development methods that are deployed in FairShares Labs and provide participants with opportunities to review the curriculum of the 'Introduction to the FairShares Model' and 'FairShares Train the Trainer' courses available to FairShares Labs.

**Co-leaders: Jumbo Klercq, The Elephant (NL), Rory Ridley-Duff, Founder of FairShares Association Ltd/FairShares Institute for Cooperative Social Entrepreneurship at Sheffield Hallam University (BG)**

### **Workshop 4: FairShares Tourism, Part 1** (will be continued in workshop session 2.)

**Tourism can make you happy? How can equal access be ensured in the tourism industry?** Instead of mass tourism, we can have responsible, solidarity-based tourism to support poorer communities. Want to share your home with tourists? Use FairShares to support FairBnB instead of Airbnb, transition Oszkár (Hungarian carpooling/fellow-traveller system) into the new Uber? We will answer similar questions in the session.

**Leader: dr. János Csapó habil. associate professor, Zoltán Raffay assistant professor, Faculty of Economics Marketing and Tourism Institute University of Pécs (HU)**

**Workshop 5: You have a good social enterprise idea, but you are looking for partners, even abroad?** Could you take a look at the world and gather experiences from others? Could you start an online business? Check with us what it means to join the FairShares Platform, our interactive communications, e-learning and trainings tool.

More detailed, interactive presentation of the FairShares Platform/Planer with the interested

**Leaders: Georg Höhne (GE), László Szentirmay (HU), FairShares Trainers**

## 15.30 - 16.30 Workshop Session 2

### **Workshop 6: FairShares - a new path for involving people with disabilities in the development of social enterprises in which they can be the experts in their own interests.** Each member of the society has entrepreneurial attitudes! Social inclusion:

Challenging disability through a FairShares enterprise:

Through FairShares users of services for people with disabilities can get ownership and power to make services like housing, personal assistance, care or mobility better meet their needs. It offers cooperative solutions for new services and promote the de-institutionalisation process of sheltered workshops and homes for disabled people.

**Leaders: Roger Schmidtchen project coordinator, VSBI (GE), Dániel Csángó disabled activist, inclusive teacher, Veronika Pataki president of People First Association (HU)**

**Workshop 7: Blue Economy (business simulation, the nature-driven economy and sustainable development).** The methods of Blue Economy can create new jobs, while improving the restitution of population level needs and mitigate ecological problems. Why is the Blue Economy Method not mainstream? Are people irresponsible and selfish?

**Leader: dr. Tibor Kiss, associate professor University of Pécs, Faculty of Economics Marketing and Tourism Institute (HU)**

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**Leader: dr. Tibor Kiss, associate professor University of Pécs, Faculty of Economics Marketing and Tourism Institute (HU)**

**WoWorkshop 8: Communicating about FairShares:** crafting, delivering and targeting messages about the FairShares Model, Platform and Planner is something to be carefully considered and crafted. In this workshop, communications and marketing experts discuss the way in which we have crafted messages to promote FairShares concepts and materials.

**Leader: Stefanie Trzecinski, director of KhuF (GE), Ana Lamza Bašić, Marketing Manager SLAP Association (CRO)**

### **Workshop 9: FairShares Tourism, Part 2** (continuation from Workshop 4.)

**Tourism can make you happy? How can equal access be ensured in the tourism industry?** Instead of mass tourism, we can have responsible, solidarity-based tourism to support poorer communities. Want to share your home with tourists? Use FairShares to support FairBnB instead of Airbnb, transition Oszkár (Hungarian carpooling/fellow-traveller system) into the new Uber? We will answer similar questions in the session.

**Leader: dr. János Csapó, habil. associate professor, Zoltán Raffay assistant professor, Faculty of Economics Marketing and Tourism Institute University of Pécs (HU), Sonja Vukovic, Founder of SLAP Association.**

### **Workshop 10: Part 2. (continuation from Workshop 5.):**

**You have a good social enterprise idea, but you are looking for partners, even abroad?** Could you take a look at the world and gather experiences from others? Could you start an online business? Check with us what it means to join the FairShares Platform, our interactive communications, e-learning and trainings tool. More detailed, interactive presentation of the FairShares Platform/Planer with the interested

**Leaders: Georg Höhne(GE), László Szentirmay (HU), FairShares Trainers**



# CONFERENCE ROOM



# WORKSHOPS ROOMS



**20,000 customers  
in 100 countries  
use Fairshares models**

Program: Erasmus+

Key action: Cooperation for innovation and the exchange of good practices

Main objective of the project: Development of innovation

Grant agreement number: 2016-1-DE02-KA204-003397

Project start date: 01-11-2016 Project end date: 30-06-2019

Web: [www.fairshareslab.org](http://www.fairshareslab.org)

Facebook: [www.facebook.com/fairshareslab](https://www.facebook.com/fairshareslab)

