

ethical
enterprise
CONFERENCE
2020



ethical
enterprise
AWARD
2020

2020 PROGRAM

Digital Event
Live streaming & Interactive

Re-Think, Re-Set, Re-Boot:

Reshaping The Impact Economy

26th - 28th
October 2020

Live streaming & Interactive

Welcoming...



Susanna Bevilacqua

Founder/Director, Moral Fairground
Creator of Ethical Enterprise Conference

For the last 10 years Moral Fairground has been working with purpose driven enterprises and diverse networks to deliver initiatives and projects that encourage collaboration, shared value and impact.

One of the highlights of the year is the Ethical Enterprise Conference which has been bringing Australian's ethical and social entrepreneurial community together since 2014. This year's theme "Reshaping the Impact Economy" has been brought together by Women Working on Wonders, this year's conference committee.

We want to use the time at the conference to re-think ways we can collaboratively, ethically and sustainably shape our economy for the common good.

Re-set by getting rid of the old and moving forward with new approaches that create positive social and economic impact and re-boot by taking action for the future. Filled with inspirational speakers, practical workshops and advice and lots of useful content.

We are calling for you to take action and join us and the growing movement of businesses with impact at this year event



Ben Neville

Associate Professor, Department of Management & Marketing Faculty of Business & Economics Leadership for Social Impact @ The Centre for Workplace Leadership, The University of Melbourne

For-purpose, ethical and social enterprises have now successfully demonstrated a more conscious and caring form of business for a better world. But in the age of COVID, and with climate change bearing down fast, we need to keep pushing this reimagined form of capitalism forward. The imperative for ethical and sustainable business continues to grow. This conference gives you a fantastic opportunity to be exposed to and inspired by some truly impressive changemakers. We need to learn from others how to do ethical enterprise right and to keep abreast of the changing dynamics that determine what models will succeed and fail going forward. Enjoy!



Alex Tullio

Chief Evolution Officer & Executive Director at Financial Executive Women

I am a businesswoman, entrepreneur and passionate supporter of women. It is an honour to be part of the Women Working on Wonders committee that is responsible for this year's Ethical Enterprise Conference. If 2020 has shown us anything, it's just how important community, sustainability and going back to what's important in life really is. Join us this year to explore what it means to do business ethically and sustainably, and connect with inspirational business leaders who are committed to collaboration, positive impact, and doing things differently.

Conference Timeline



DAY 1 - Monday, 26th October 2020

9:00 am to 9:20 am	Registration	
9:20 am to 9:50 am	Welcoming	Susanna Bevilacqua, Ben Neville, Alex Tullio
9:50 am to 10:35 am	“Can technology save us? Emerging technology and collaboration models reshaping the impact economy”	Martin Wainstein
10:35 am to 11:00 am	Break	
11:00 am to 12:00 pm	Reshaping the Impact Economy: Where to next?	David Brookes - Manita Ray - David Clements
12:00 pm to 12:05 pm	Transition / energiser	
12:05 pm to 12:35 pm	“Ethical IT and it’s value in society”	Ruth Lewis
12:35 pm to 1:20 pm	Lunch/ “Wellbeing Activation Participate to experience and begin the Wayapa® journey”	Diana Barnett & Teresa Corso
1:20 pm to 2:00 pm	“Complex problems require comprehensive impact solutions: The case of the Yarrabah Initiative”	Cleveland Fagan & Philip Cormie
2:00 pm to 3:00 pm	“Why sustainability is your unique value proposition to corporate buyers in the post COVID world.”	Frances Atkins, Mrinalini Venkatachalam, Mark Pigram, Kate Ringvall, Stefano Ferrarini
3:00 pm to 3:30 pm	Break	
3:30 pm to 4:30 pm	“A Better Normal: Purposeful Optimism, Ethical & Sustainable Business, Leadership and Community”	Sue Barrett, Victor Pertou, Stephanie Mackenzie, Robert Masters
4:30 pm to 5:00 pm	“A pandemic pivot”	Patrick Mau
5:00 pm to 5:15 pm	Performance - “The Awakening”	Patrick Mau

Conference Timeline



DAY 2 - Tuesday, 27th October 2020

Time	Activity	Reshaping Mindset	Practical Business	Reshaping Business
9:00 am to 9:30 am	Opening / Networking			
9:30 am to 11:00 am		<p>"The Power of Human Connection" <i>Chris Hope</i></p>	<p>"Introduction to designing for change" <i>Nick Belshaw</i></p>	<p>"Accelerating Impact Ideas" <i>Cameron Neil & Tom Williamson</i></p>
11:00 am to 11:30 am	Speak to the presenter /Break			
11:30 am to 12:30 pm		<p>"Ethical frameworks for social enterprise: asking the big questions" <i>Campbell Rider</i></p>	<p>"Financially Empowered Enterprises" <i>Grace Mugabe</i></p>	<p>"How do ethical/social enterprises strategically respond to COVID-19?" <i>Dr Natalya Turkina, Joona Keränen & Dr Alena Golyagina</i></p>
12:30 am to 1:30 pm	Lunch/ "Wellbeing Activation Participate to experience and begin the Wayapa® journey" <i>Diana Barnett and Teresa Corso</i>			
1:30 pm to 2:30 pm		<p>"Your diversity index : How many people do work with who are different to you?" <i>Trang Du</i></p>	<p>"Stand Out From the Crowd With An Irresistible Brand" <i>Pareena Naggea</i></p>	<p>"Creating and pivoting social business models: the types, tips and tools For impact organisations to be sustainable, a strong business model is essential." <i>Andrew Curtis & Tara Anderson</i></p>
2:30 pm to 3:30 pm	Break/ Networking			
3.30 pm to 4.30 pm		<p>"Reset Your Mindset" <i>Darren Periera</i></p>	<p>"How to update your Facebook strategy for growth." <i>Ophelie Lechat</i></p>	<p>"Why you must rethink, reset and reboot your future business story" <i>Sandy McDonald</i></p>
4.30 pm to 5.30 pm	Building Connections / <i>Chris Hope</i>			

Conference Timeline



DAY 3 - Wednesday, 28th October 2020

9.30 am to 10:00 am	Registration and Networking	
10:00 am to 11:00 am	Journeys of Past Pitch Competition Winners and Finalists	Mathew Townsend, Sally Giblin, Shannon Threlfall, Megan O'Malley
11:00 am to 12:00 pm	Early Ethical Entrepreneur Pitch Competition	Finalists
12:00 pm to 12:45 pm	Lunch/Networking	
12:45 pm to 1:15 pm	"Reaching our human potential"	Stephanie Woollard OAM
1:20 pm to 2:10 pm	Reconnecting past Ethical Enterprise Award Winners	Luke Barbagallo, Richard Hetherington, Abiola Ajetomobi
2:15 pm to 3:15 pm	Ethical Enterprise Award Finalists Presentation	Finalists
3:15 pm to 3:45 pm	Break/Networking	
3:45 pm to 4:30 pm	"An academic angle on ethical businesses"	Apurva Sharma, Richa Vijayraj, Nguyen Luu, Natalya Turkina (Chair of the panel)
4:30 pm to 5:00 pm	"Tell Someone Who Cares"	Holley Somerville Knot - Youth Entrepreneur
5:00 pm to 5:15 pm	Announcement of 2020 winners	Ethical Enterprise Award and Early Pitch Winners

Conference Program

Day 1. Monday. 26th Oct 2020

9:50 am to 10:35 am

Keynote

11:00 am to 12:00 pm

60 Min Panel Discussion



Martin Wainstein

Founder and Lead Scientist at the Yale Open Innovation Lab

“Can technology save us? Emerging technology and collaboration models reshaping the impact economy”

While there is much concern about how emerging technologies, such as artificial intelligence and blockchain, will make things worse, impact entrepreneurs are also looking at how these new technologies can be used to help solve some of the grandest challenges facing humanity. Martin will dive into how emerging digital technologies can help humanity better manage and finance climate action. From the lens of robust climate accounting, he will discuss its relevance to impact financing and new economic opportunities for carbon certified products, companies and the public sector. Collaboration on common open source platforms will be highlighted as a key technology and social innovation needed for success.

Key Outcomes of this presentation will be how emerging digital technologies have a key role in climate accounting and financing. How collaboration in open source initiatives can help drive global interoperable solutions. The multistakeholder roles in a carbon constrained future



Ben Neville,

Panel Moderator

Associate Professor, Department of Management & Marketing Faculty of Business & Economics Leadership for Social Impact @ The Centre for Workplace Leadership, The University of Melbourne

“Reshaping the Impact Economy: Where to next?”

The impact economy is now established. We have a strong niche of smaller, ethical enterprises and investors, who are now being joined by larger, mainstream business and financiers committing to more ethical and sustainable practices. The potential for an ethical economy to shape a fairer and more sustainable world has never been greater. But dark clouds are above us. COVID-19 is reinforcing inequalities, the climate is already changing, and politics and culture wars threaten to destroy the potential for a better world. The impact economy needs not to just survive the pandemic but to go to the next level. Hear from 3 speakers with significant experience in growing the impact economy. Where do they see the current state of the impact economy during this challenging period? And what do they see as the next steps to take the impact economy to the next level?



David Brookes

Managing Director at Social Traders



Manita Ray

Principal Advisor, Capital Human, and former CEO, YGAP



David Clements

Deputy Secretary of the Inclusion Group, Department of Jobs, Precincts and Regions, Victorian Government, overseeing the Social Enterprise Strategy

Conference Program

Day 1. Monday. 26th Oct 2020

12:05 pm to 12:35 pm 30 min Presentation

12:35pm to 1.20pm

Lunch/Wellbeing Activation



Ruth Lewis

Technology Foresight

“Ethical IT and it’s value in society”

By attending this presentation, the participant will gain an understanding of the following three areas:

What is ethical IT?

This will define whose ethics we are talking about, and clarify how IT can be developed that reflects the values of a society that we want to live in.

What might an ethical IT provider look like?

As a customer, this will help you talk to your IT service provider about providing an ethical IT service that reflects your values.

What might an ethical IT product or service look like?

As an IT service provider, how you go about developing ethical services and products for your customers, realising their values.



Diana Barnett

Founder at Cultivate Impact



Teresa Corso

Founder & Director at
Soulitude Massage & Wellness

Wellbeing Activation: 12:50PM to 1:20pm

*Participate to experience and begin the
Wayapa® journey*

Wayapa is a practice that enables connection to country, culture and self. In a sense, it is a visualised meditation and movement practice to reawaken the senses, reboot the system, and deepen the connection and learning in the conference.

Conference Program

Day 1. Monday. 26th Oct 2020

1:20 pm to 2:00 pm

40 min panel

“Complex problems require comprehensive impact solutions: The case of the Yarrabah Impact Initiative”

This talk presents a comprehensive impact solution process that is being trialled in the Yarrabah Aboriginal community in Nth Queensland. The Yarrabah Community Wellbeing Social Impact Investment Initiative is an Indigenous, place-based and led initiative to generate community health, wellbeing and development outcomes. The Initiative combines the community leaderships’ ‘6 pillars’ work to identify and categorise community issues and map the interdependencies, together with an impact investing framework and capability building program to develop investable businesses for various forms of blended finance. The Yarrabah Initiative is piloting this process with the intent that, if successful, it can be replicated in other communities in Australia and elsewhere. The Initiative has so far attracted considerable Federal and Queensland Govt support and interest from mainstream financial institutions.

Key takeaways

- Complex problems require comprehensive impact solutions
- Mainstream finance requires mainstream measurement models
- Piloted solutions can be replicated elsewhere

2:00 pm to 3:00 pm

60 Min Panel Discussion

“Why sustainability is your unique value proposition to corporate buyers in the post COVID world.”

The panel will explore how to help micro, small and medium sized enterprises better market their products and services to the corporate buyer leveraging their USP on impact.



Cleveland Fagan

CEO of the Queensland Aboriginal and Islander Health Council.
Project Officer for the Yarrabah Impact Initiative.



Philip Cormie

Founder of the Mosaic Group of Companies and an Honorary Research Fellow at the University of Melbourne.



Ben Neville,

Panel Moderator



Frances Atkins

Co-Founder at givvable Pty Ltd



Mark Pigram

Procurement Manager at MIRVAC



Kate Ringvall

Sustainability Consultant |
Adviser Galactic Co-Operative



Mrinalini Venkatachalam

Regional Director for South East Asia and Oceania at WEConnect International



Stefano Ferrarini

Procurement Manager & Ambassador of The Sustainable Procurement Pledge at City of Sydney

Conference Program

Day 1. Monday. 26th Oct 2020

3:30 pm to 4:30 pm

60 min Panel Discussion

4:30 pm to 5:00 pm

Ending Keynote



Sue Barrett

Founder/CEO at Barrett and Selling Better Movement



Stephanie Mackenzie

General Manager for Communities at Stockland

“A Better Normal: Purposeful Optimism, Ethical & Sustainable Business, Leadership and Community”

The crisis management strategy phase of ‘getting back to normal’ is dead. Normal didn’t work. People want more. They want better. True leaders will use lessons learned from COVID-19 to do better, to build a ‘better normal’ to reassure, strengthen trust and build confidence with purposeful optimism in business and community. Join our panel, led by Sue Barrett, leading strategist, educator, writer and advisor on ethical, sustainable sales and business strategies, where we



Victor Perton

Founder & Chief Optimism Officer at The Centre for Optimism



Robert Masters

Chair of The Centre for Optimism; Former political journalist

discuss how we can help empowering people to embrace the future with confidence and realism.

Outcomes:

By attending this panel discussion you will be able to:

1. Look at how to lead and drive positive change, innovation and business outcomes using Purposeful Optimism
2. Explore the emerging opportunities post-COVID-19 that governments, N4Ps, private and organisations, large and small can pursue when they choose to reject the ‘return to normal’ philosophy and embrace a ‘better normal’ strategy.



Patrick Mau

One Blood Hidden Image Entertainment Group

“A Pandemic Pivot”

This session focuses on the arts of pivoting in difficult situations by extracting the positives opportunities out of what initially is perceived as a negative experience.

This year has see a multitude of people experience this very situation through the global “pandemic” of COVID-19. Individuals and businesses alike have equally felt the impacts of this event.

The pandemic saw a massive impact on the creative arts and tourism business in Australia, and as an indigenous small business that operates in these industries from a remote region of the Torres Strait, we were no different. However, because we were open to adapt and pivot our outlook on the situation, the pandemic experience; allowed us to transformed our business model to continue to be active and build a new vision. The expected outcome will be focused in these key areas:

1. Re centring and refocusing on “Self”.
2. Adapting to the current environment.
3. New appreciation and vision for the important things in life.

5:00 pm - 5:15 pm

“The Awakening”

A performance of songs from Mau Power’s album “Blue Lotus The Awakening”.

End of Day 1 Performance Patrick Mau

Conference Program

Day 2. Tuesday. 27th Oct 2020

9:30 am to 11:00 am

90 Min Workshop

Reshaping mindset

Stream 1



Chris Hope

Founder / 100 Coffee Movement

“The Power of Human Connection”

Even before COVID-19, human connection is a huge part of our lives and so important. During Chris’s 100 Coffees project, he met 100 strangers for coffee over 100 weeks. It was a life-changing experience.

Now, after COVID-19 we realise even more the importance of these connections. How do we foster them and ensure we embrace those ‘insignificant connections’ day to day.

- Remind people of the importance of human connection, challenge thoughts of valuing convenience over connection, discuss the importance of insignificant connections.
- Convenience over connection, challenge some of these views
- Insignificant connections, the importance of these and how we create great connections with others

Practical Business

Stream 2



Nick Belshaw

Design Educator at Canva

“Introduction to designing for change”

This is a high level overview of how you can use Canva to achieve whatever goals you have as an individual or an organisation to communicate your ask, your impact and achieve your goals in the social impact world.

We’ll focus on branding for your nonprofit or your cause, by honing in on areas such as purpose and values, style guides and design basics.

Outcomes:

- What we mean when we talk about branding
- Why branding matters to you or your cause
- How to deliver on your brand promise

This workshop is suitable for: Everyone with ambitions of social good.

Reshaping Business

Stream 3



Cameron Neil

General Manager at Common Code



Tom Williamson

Principal Product Manager at Common Code

“Accelerating Impact Ideas”

This workshop will provide you with tools to accelerate turning your ideas for impact projects or businesses in to real world actions and momentum.

Outcomes

There is power in action! Ideas are everywhere, and many of them die before they make their mark in the world. Participants will finish the workshop with concrete action they can take to move their idea forward, as well as tools to apply ongoing.

1. Tools and frameworks for turning ideas into action
2. Identification of the next thing to do to test your idea and move it forward.

Conference Program

Day 2. Tuesday. 27th Oct 2020

11:30 am to 12:30 pm

60 Min Workshop

Reshaping mindset

Stream 1



Campbell Rider

Student / University of Melbourne

“Ethical frameworks for social enterprise: asking the big questions”

The aim of this workshop will be to familiarise participants with the key concepts in modern ethical theory, and learn to apply them in everyday practice and decision making. Topics covered will include both classic and contemporary ethical theories and dilemmas. These topics will be explored in the context of global social and economic justice, and elevating marginalised ethnic and social groups. The session will ask participants to practice “hands on” ethical thinking by working through several compelling example problems. Attendees will be equipped with the philosophical tools, frameworks and vocabulary to re-assess and rethink the role of ethical enterprise.

Practical Business

Stream 2



Grace Mugabe

Founder, Women Empowerment Advocate, Consultant - Financially Empowered

“Financially Empowered Enterprises”

As a business owner, it is not only important to provide your services in an ethical manner but to ensure you stay on top of your finances so you can keep your venture going. During this session we will discuss the importance of understanding your business’ performance and assist you to redefine your financial goals. Join me as we discuss:

- forecasting during uncertain times
- managing your cashflow
- knowing what questions to ask your accountant

Reshaping Business

Stream 3



Dr Natalya Turkina

VC Postdoctoral Fellow, RMIT



Joona Keränen

Associate Professor, VC Senior Research Fellow, RMIT



Dr Alena Golyagina

Lecturer, RMIT

“How do ethical/social enterprises strategically respond to COVID-19?”

will discuss the strategies of how the COVID-19 crisis and post-pandemic time can be used as an opportunity to shift social & ethical entrepreneurship from the sidelines of commercial organisations to being the primary business model itself.

Conference Program

Day 2. Tuesday. 27th Oct 2020

1:30 pm to 2:30 pm

60 Min Workshop

Reshaping mindset

Stream 1



Trang Du

Founder at Two Square Pegs

“Your diversity index : How many people do work with who are different to you?”

Acknowledge your biases to become a better leader. Leading diverse teams and people can be difficult. We all have biases but why are they so hard to admit to?

Draw out biases, discuss how they affect leadership and how you mentor others

Practical Business

Stream 2



Pareena Naggea

Marketing Coach at Pareena Marketing & Founder of Parici Women Connect

“Stand Out From the Crowd With An Irresistible Brand”

A brand is much more than just a great logo and amazing designs – it’s about your brand clarity and identity. It’s about creating an experience for your customers.

As a business owner, a strong and well-defined brand is key to your success. Having a compelling brand can make the difference between success and failure in the business world.

In this workshop, you will learn how to develop a powerful brand strategy that will result in an engaging brand and attracting your ideal clients with them saying “YES” to your product or offer.

Reshaping Business

Stream 3



Andrew Curtis

Co-Founder and Director at The Dragonfly Collective



Tara Anderson

Co-Founder at The Dragonfly Collective & Head of Marketing at Social Traders

“Creating and pivoting social business models: the types, tips and tools For impact organisations to be sustainable, a strong business model is essential.”

This session will outline the unique complexities in social business models, the four social business model categories, the 16 social business model types and the seven steps to social business model design. It’s based on our UK research with Cass Business School and peak bodies representing over 10,000 social enterprises. It’s for leaders of impact organisations that are starting up or reviewing their social business model. The session will equip you with the tools to proactively develop sustainable social business models that combine earned income streams with inbuilt social impact.

Conference Program

Day 2. Tuesday. 27th Oct 2020

3:30 pm to 4:30 pm

60 Min Workshop

Reshaping mindset

Stream 1



Darren Periera

Founding Director & Head Speaker
at Success Integrated

“Reset Your Mindset”

How to develop a resilience mindset, find opportunities and thrive in a crisis economy?

- The secret to developing a resilience mindset and thrive during the crisis & beyond.
- How impact increases income by connecting customers to your purpose & passion.
- Understanding the power of hope as currency in the New World Economy.

Practical Business

Stream 2



Ophelie Lechat

Senior Strategist and Head of
Training at Ntegrity

“How to update your Facebook strategy for growth.”

Drawing on real-life examples from ntegrity’s work with for-purpose organisations and not for profits, ntegrity’s head of academy, Ophelie, will explore how purpose-driven organisations can use Facebook for growth in a COVID-normal world. She will leave you with an in-depth understanding of where your organisation fits in the current context, and how you can update your Facebook strategy for your long-term growth.

Reshaping Business

Stream 3



Sandy McDonald

Founder of SandyMcDonald and
CreateCare Global.com

“Why you must rethink, reset and reboot your future business story”

In this session, Sandy will take you on a personal journey into the role your ‘future’ business stories have to reset, rethink and reboot not only your own business, but the whole sector. She’ll explain how you can tell your stories to change the narrative from hopelessness to hope, ignorance to comprehension and apathy to positive action. She’ll ask you to consider why you need to reevaluate your purpose, more profoundly reflect on your people, reconsider your offering and its positioning and reimagine your unique value in order to better serve your purpose for doing good.

4:30 pm to 5:30 pm

“Building Connection with Chris Hope”

Whenever we attend a conference, one of the greatest things about them is the people that we meet. Often, the things we remember most about a conference are the stories we hear and the learnings from others. This activity will focus on helping you to build connections with other attendees in a way that isn’t just networking. We all have a story and we want you to share that with others.



Chris Hope

Founder / 100 Coffee Movement



Conference Program

Day 3. Wednesday. 28th Oct 2020

10:00 am to 11:00 am

60 Min Panel

11:00 am to 12:00 pm

60 Min Pitch



Mathew Townsend

Founder of Nature Freedom/
Inclusive Insights



Megan O'Malley

Founder of HUMIFORM



Sally Giblin

Founder and CEO of Pure Bundle



Shannon Threlfall

Founder of The Founder's Vision

“Journeys of Past Early Ethical Entrepreneur Pitch Competition Winners and Finalists”

Hear from past winners and finalists on starting up an impact driven business, the challenges, the wins, the unexpected, the lesson learn and what they are doing now.

Early Pitch Competition

Hear from this year Early Ethical Entrepreneur Pitch finalist as they pitch for their opportunity to win the grand prize for 2020



This week's meals



CharityBay



EcoFoodly



Benevolence Society



The Creative Cooperative



Small Fires



Conference Program

Day 3. Wednesday. 28th Oct 2020

Past EEA Winners

12:45 pm - 1:15 pm

Keynote

1:20 pm - 2:10 pm

Panel



Stephanie Woollard OAM

CEO and Founder - Seven Women
CEO and Founder - Hands on Development

“Reaching our human potential”

In 2014 Stephanie Woollard was the recipient of the Ethical Enterprise Award and in 2019 she was awarded the Order of Australia for her work with Seven Women which she founded in 2006. Since that time Stephanie has had an amazing journey, empowered many lives, won many awards and is now a renowned international speaker.



Luke Barbagallo

Partnerships Manager at Pollinate Group

“Reconnecting past Ethical Enterprise Award Winners”

One of the highlights of the year is the Ethical Enterprise Award which celebrates the achievement of impact driven enterprises for the brilliant work they're doing. This year we have reconnected with three past winners.



Richard Etherington

Managing Director at Kokonut Pacific



Abiola Ajetomobi

Director at Innovation Hub Asylum Seeker Resource Centre



Conference Program

Day 3. Wednesday. 28th Oct 2020

2:15 pm to 3:15 pm 60 Min Presentations

3:45 pm to 4:30 pm

Symposium

Ethical Enterprise Award Finalists Presentation

COMING SOON



Dr Natalya Turkina

VC Postdoctoral Fellow, RMIT



Apurva Kirti Sharma

PhD student at RMIT University

“An academic angle on ethical businesses”

In this seminar, PhD students will pitch their research projects on the emergence, legislation and financing of ethical businesses. The students will present their conceptual ideas, frameworks and empirical findings to practitioners. By sharing their own case studies, on the one hand, and learning the latest academic work, on the other hand, practitioners will have an opportunity to both shape and benefit from the ongoing research on ethical/social entrepreneurship.



Nguyen Luu

PhD student at RMIT University



Richa Vijayraj

PhD student at RMIT University

Conference Program

Day 3. Wednesday. 28th Oct 2020

4:30 pm to 5:00 pm

Final Keynote

5:00 pm to 5:30 pm



Holley Somerville Knott

Founder & CEO at Tell Someone Who Cares
| Entrepreneur | Slam Poet Spoken Word
Artist | Public Speaker

“Tell Someone Who Cares”

I will tell the story of becoming a youth entrepreneur and CEO with a passion for business and to uplift humanity, spread kindness and joy, and disrupt old paradigms and destructive practices that harm the planet and its beings, to do business in a way that fits within our planet’s boundaries and to inspire others and co create change for our planet, themselves and future generations. Her motto is: the world is not on remote, you have to get up and change it yourself!

Outcomes:

Audience will gain education and awareness on changing consumer habits and why this is important moving forward. Inspiration and hope for the future what is possible when people have the ability to make informed consumer choices Possibilities even with age

barriers or different abilities etc. Learn the amazing journey of a 5 yr old girl who decided to make the world a better place -started Care a lot Day age 5, Started a charity foundation using her voice age 8Started an ethical company and global movement age 12 producing soaps that contained an alternative to palm oil helping the Dayak people of Borneo and created RAD DAYS -rain forest action days for youth all over the world to participate, to her now focus on sustainable and ethical products and business for good.

Announcement of the Early Ethical Entrepreneur Pitch Competition Winners and Ethical Enterprise Award Winner 2020



Tickets and Packages

In alignment with our aims to make the 2020 Ethical Enterprise Conference accessible to many as well as considering the critical circumstances that we've experienced this year, the ticketing cost and format of the conference have been altered this year. With this in mind, we have reduced the cost of the tickets to ensure that the important messages and work of the conference will be able to reach a range of communities. The cost of the tickets reflects the minimum investment required to deliver the conference program. Proceeds from tickets for Day 3 of the conference will contribute towards the prizes for the winner of the Early Ethical Entrepreneur Pitch Competition.

We look forward to exploring change with you!

What to expect on each day:

Day 1 of the Ethical Enterprise Conference 2020 features a series of keynotes and panel discussions from innovative leaders in relative industries. This day will set the framework for the rest of the conference by prompting thought in various direction and facets of Reshaping the Impact Economy.

Day 2 of the EEC 2020 offers a variety of workshops that aim to supply a more hands-on approach to the keynotes and discussions of day 1. Gain insights and practical tips that you can implement in your own business or industry.

Day 3 of the EEC 2020 hosts the Early Ethical Entrepreneur Pitch Competition, Awards and inspirational stories from social entrepreneurs, including those who have been previous winners of Moral Fairgrounds own competitions and awards.

*Day 3 Early Ethical Entrepreneur Competition and Award

\$40 of all sales from Day 3 of the conference will go towards the winner of the Early Ethical Entrepreneur Pitch Competition.

**Conference Success Kit from MET Designs!

Get the most out of the conference and support ethical enterprise with the Conference Success Kit from MET Designs!

Each kit includes a premium, sustainable notebook and pen to record your learnings and ideas during the conference and delivers important social and environmental outcomes:

- 'Run Wilde' notebook – inspired by Oscar Wilde's passion and creativity, the cover artwork was produced in collaboration with Australian artist, Anna Thomas. It is crafted with 100% recycled paper, eco inks, green electricity and no harsh printing chemicals and every notebook delivers 1 day of education for women and girls in the Asia-Pacific region. It is designed and made in Australia.

- Reusable natural grass pen – these innovative pens are crafted with natural meadow grass and recycled BPA-free plastics, using a closed-loop manufacturing process that is waste-free and powered by biogas and waste heat. Every pen contributes funds to A Good Foundation, a charity that provides knowledge and training on topics such as climate change, recycling, sustainable entrepreneurship, circular economy and consumer culture.

MET Designs is a Melbourne-based social enterprise that creates beautiful, quality products that are better for people and the planet. Their profits support literacy education in Aboriginal and Torres Strait Islander communities that empower all kids to reach their full potential and write their own story. In addition to their retail products, MET Designs helps organisations tell their story, engage their stakeholders and increase their impact by creating and sourcing socially and environmentally responsible goods and services.

Premium Package

\$315 (normally \$390) save \$75

Full Conference Package

\$305 (normally \$360) save \$55

Basic Package

\$190 (normally \$210) save \$20

Build Your Own Package

From \$50

Our ticketing partner Humanitix give you the option for a variety of payment gateway



Through our Humanitix ticketing partner a percentage of all ticket sales will go towards Education Program for Girls



Thank you...

Sponsors and Partners

