

# HOW TO CREATE A SOCIAL ECHO



## STRENGTHENING COMMUNITIES THROUGH LOCAL TRADING

### OVERVIEW

The Big Issue Group and UP Movement want to forge new ways of thinking, connecting and trading, helping to build up local trading ecosystems which put the needs of the community first.

On 22 November 2018, we will - in association with the University of Northampton, Northampton Hope Centre, Northamptonshire Chamber of Commerce and Voluntary Impact Northamptonshire - host the UK's first social trading conference at Northampton's historic Guildhall.

The inaugural event, *How to Create a Social Echo*, will demonstrate how local organisations in Northampton can make better choices about the goods and services they purchase, and help them realise - and maximise - the value of the 'social pound'.

It will be the first of a series of nationwide events which bring together representatives of local businesses, charities, social enterprises and public sector bodies with a simple aim: to create a more vibrant local economy through trade, not aid.

### CONTEXT

In the face of austerity, rising inequality and a culture of emergency-ism, we see a way to do things differently. As part of his ongoing commitment to dismantling poverty through business solutions, Lord Bird and his team aim to broker new connections across Northampton and understand how to remove the barriers that may be preventing social trading from taking place.

### VISION

The *How to Create a Social Echo* conference will demonstrate how a social trading ecosystem can build on the good work taking place across the county, and spark new ways of collaborating to:

- Foster the conditions for social trading to flourish, long-term
- Share knowledge and resources to spark new business opportunities
- Maximise the social pound to ensure it echoes around the town
- Empower people to make the most of their skills, talents and resources
- Dismantle the barriers that may be preventing a social trading ecosystem from flourishing

### JOIN US

To register your interest in attending *How to Create a Social Echo*, please go to: [www.bigissue.com/socialtradingnorthampton](http://www.bigissue.com/socialtradingnorthampton). Places are limited, and we expect demand to be high.



#### CONTACT

Lord John Bird MBE  
birdja@parliament.uk | 07923-892-040 | @johnbirdwords

#### IN PARTNERSHIP WITH:

