

**17 - 21 November
2025**



**SOCIAL
ECONOMY
DRIVE**



**SOCIAL
ECONOMY
AWARDS**

Media Pack 2025

**Growing social value in the
private, public and third sectors**



**West Midlands
Combined Authority**

**An Initiative for Social Entrepreneurs in partnership
with West Midlands Combined Authority**

Introduction

The Social Economy Drive is an annual, week-long celebration across the West Midlands, dedicated to promoting and expanding the region's vibrant social economy. Organised by the Initiative for Social Entrepreneurs (iSE CIC) and supported by the West Midlands Combined Authority (WMCA), the event brings together social enterprises, cooperatives, charities, community businesses, and public and private sector partners to spotlight the transformative impact of purpose-driven organisations.

Held in November, the programme features a diverse array of activities—including workshops, networking sessions, conferences, and 'Meet the Buyer' events—across all seven WMCA localities: Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall, and Wolverhampton. The initiative aligns with WMCA's strategic goal to double the size of the regional social economy over the next decade, leveraging funding from the Commonwealth Games legacy to support business development, skills training, and place-based investment.

The Social Economy Drive serves as a catalyst for collaboration, innovation, and inclusive growth, fostering a resilient and equitable regional economy.





Objectives

- **The Social Economy Drive (SED) is a unique opportunity for corporate organisations to actively support inclusive and sustainable economic growth.** By engaging with mission-led businesses tackling social and environmental challenges, corporates can visibly demonstrate their commitment to CSR, strengthen their ESG credentials, and contribute to the WMCA's ambition to double the size of the region's social economy.
- **For businesses seeking innovation, resilience, and purpose, the SED opens the door to powerful collaborations.** The week-long programme provides direct access to a diverse network of social enterprises, cooperatives, and community organisations—unlocking partnership opportunities, enabling skills exchanges, and supporting the development of ethical, local supply chains. It's also a chance to connect with key public sector and civic leaders, helping shape future conversations around inclusive growth and sustainability.
- **Corporate involvement in the SED isn't just good for society—it's good for business.** Whether through sponsorship, employee engagement, thought leadership, or procurement partnerships, participating companies can build brand equity, boost staff engagement, and gain fresh perspectives on community-centred innovation. Supporting the SED means investing in a thriving, equitable region where business and society grow together.

Activities

The SED will take place over a week from 17th November till 21st November, with over 10 regional events taking place throughout the week as well as three anchor events.



Monday - Social Economy Breakfast

A breakfast networking event to kick start a week of activities across the region with speeches from the Mayor as well as other senior leaders within the sector. The event is then followed by a regional tour of Social Enterprises.



Thursday - Social Economy Awards

Join us in bringing the week to a close with a celebration event where the winners of the Social Economy Awards will be announced. A black tie dinner attended by leaders from across the region celebrating the success and achievements of the sector.



Wednesday - Social Economy Showcase

A conference and expo filled with inspiring talks, networking opportunities, and innovative exhibits. Learn from industry experts, connect with like-minded individuals, and discover the latest trends in social economy.



Mon - Fri - Regional Events

Throughout the week our regional partners will be running local events in Coventry, Birmingham, Solihull, Walsall, Wolverhampton, Dudley and Sandwell. There will also be a range of online and in person workshops.



Statistics



- Over 10 Events across the week
- Over 150 speakers across the week
- Over 5,000 people engaged online
- Over 1,000 people attending events
- Over 200 new Businesses Supported
- Over 50 New Social Enterprises established
- Over 100 public and private organisations engaged



The Social Economy Awards will be an opportunity to recognise organisations delivering social value and inspire excellence within the sector. Below are the proposed categories:

- Excellence in Community Impact
- Excellence in Creative Impact
- Excellence in Tech Impact
- Excellence in Health Impact
- Excellence in Green Impact
- Excellence in Youth Impact
- Public Sector Organisation of the Year
- Corporate Organisation of the Year
- Start-up Enterprise of the Year
- Community Business Of the Year
- Co-op of the Year
- Social Enterprise of the Year
- Overall Contribution to the Social Economy





Statistics



- Over 1,000 People Reached
- Over 100 Social Enterprises engaged
- Over 50 public and private organisations engaged
- Over 200 Nominations received
- Over 50 Finalists
- Over 10 Award Winners
- Over 300 people in attendance

Important Dates

Nominations open 21st July.

Nominations Close 19th September

Shortlist Revealed 1st October

Awards Dinner 20th November

Get Involved

- Showcase your commitment to purpose
- Enhance your CSR and ESG impact
- Build stronger, more resilient supply chains
- Access innovative ideas and community-driven solutions
- Connect with regional leaders and decision-makers
- Engage your employees meaningfully
- Increase brand visibility and reputation
- Play a role in inclusive economic growth
- Stay ahead of regulatory and social expectations
- Help shape a thriving, inclusive West Midlands economy



Headline Sponsorship

£10,000 + Vat



- Social Economy Drive and Awards in partnership with your brand.
- Logo and Branding on all pre and post marketing activity.
- Logo and Branding on all screen content throughout the campaign.
- Opportunity to host events at your offices.

Social Economy Awards

- 1 page editorial and 1 page advert in the awards brochure plus logo and accreditation across all media.
- 2 tables of 10 for guests to attend the awards dinner event.
- Opportunity to have a members of your organisation to be a Judge.
- Opportunity to address the attendees at the awards or to play a short video.
- Opportunity to announce the winner of the main award for the night.

Social Economy Showcase

- 5 minutes introduction speech at the Expo.
- 30 minute sponsored session at the Expo.
- Premium exhibition stand at the Expo.



Supporting Sponsorship

£5,000 + Vat



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DRIVE**

- Social Economy Drive and Awards sponsored by your brand.
- Logo and Branding on all pre and post marketing activity.
- Logo and Branding on all screen content throughout the campaign.
- Opportunity to host events at your offices.

Social Economy Awards

- 1 page advert in the awards brochure plus logo and accreditation across all media.
- A tables of 10 for guests to attend the awards dinner event.
- Opportunity to have a members of your organisation to be a Judge.
- Opportunity to announce the winner of an award category of your choice.

Social Economy Showcase

- 30 minute sponsored session at the Expo.
- Premium exhibition stand at the Expo.



**West Midlands
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Awards Category Sponsorship - £3,000 +VAT

- Social Economy Drive and Awards sponsored by your brand.
- Logo and Branding on all pre and post marketing activity.
- 1 page advert in the awards brochure plus logo and accreditation across all media.
- A tables of 10 for guests to attend the awards dinner event.
- Opportunity to have a members of your organisation to be a Judge.
- Opportunity to announce the winner of an award category of your choice.

Social Economy Showcase

- Premium exhibition stand at the Expo included in the package.



Premium Expo Stand - £1,000 + Vat

- Premium space at the Expo.
- 5 Free Tickets to attend Awards event.
- Advert in Conference & Expo Brochure.

Standard Expo Stand - £500 + VAT

- Trestle Table stand at the Expo.
- 2 Free Tickets to attend Awards.

Social Enterprise Stand - £100 + VAT

- Trestle table for small SE organisations and Charities

AWARDS TICKETS ONLY

- Individual Tickets - £100 + VAT
- Group Booking 5 Tickets - £450 + VAT
- Table of 10 - £800 + VAT

Sponsors



Partners



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www.SocialEconomyDrive.com

Email kasim.choudhry@i-se.co.uk for more information