

July 24, 2008

The Prime Minister Gordon Brown launches Chain Reaction, the new global forum on social leadership.

LONDON – Chain Reaction, the new annual forum promoting the movement for social change, was officially launched by the Prime Minister Gordon Brown today at the UK Catalyst Awards, the awards ceremony to recognise everyday heroes who use technology to make a positive impact on the world around them.

Gordon Brown said *“In the year ahead we will see bold new international collaborations to promote social action [such as the] first chain reaction forum on social leadership, taking place in London in November”*

Looking ahead to the Chain Reaction event later this year, Phil Hope, Minister for the Third Sector, (who co-presented the UK Catalyst Awards) said: *“This promises to be unique event bringing together essential voices from around the world to inspire and catalyse ideas for positive social action. It’s now up to all of us – central and local government, big business, and the third sector – to support and enable a creative and thriving environment in which organisations and communities continue to come together in new and groundbreaking ways.”*

Chain Reaction is an international event that will combine the serious intent of World Economic Forum in Davos with the eclectic, magical and innovative sharing of ideas of the Hay Festival of Literature, whilst also focusing on the practicalities of the need for social change. The inaugural event will be held on November 17-18 2008 on London’s Southbank.

‘Chain Reaction’ will include a large number of international delegates drawn from the world of business, politics, celebrity and community. Uniquely Chain Reaction will also champion the voice of those under 25 years of age - our future global leaders? Chain Reaction will bring people together in unexpected groups; those with power will meet those whose only power is their own actions; world leaders will work with children; business leaders with micro enterprises.

Every delegate will learn how social leaders can use their individual and collective actions. Participants will connect with others working to make a difference; collaborate across sectors and territories; and commit to taking forward practical action to build a better world.

Every single one of us has the power of our own actions. If our actions are reflected in the actions of organisations, and supported by governments, then together, we have the power to change the world – literally creating a chain reaction.

NOTES TO EDITORS

1. **Chain Reaction** is a new annual event bringing together community activists, policy makers, businesses leaders and young people from across the world to:
Connect: We are all connected. Meet different people and make new connections to share learning and ideas for building a better world
Collaborate: We succeed when we work together. Work with others to develop new ideas for social action.
Commit: We all have power: Commit to taking forward new actions for positive social change and to making a difference together.
2. **Community Links** is an innovative charity running community-based projects in east London. For 30 years we have helped thousands of children, young people, adults and the elderly in deprived neighbourhoods. The national team **linksUK** leads our programme of national work of training, consultancy, research, publications and demonstration projects sharing the local lessons across the country to widen the impact of our projects; inform policy makers and practitioners and generate lasting social change. www.community-links.org
3. **The Council on Social action (CoSA)** is a unique cross sector body that brings together leaders from Private, Public and Third sector to act as an advisory body to the government around the area of Social Action. The Prime Minister Rt. Hon. Gordon Brown is the Chair for the CoSA and David Robinson serves as the Vice-chair. The Council was announced by the Prime Minister in 2007 and is currently studying a range of subjects as diverse as obstacles and incentives for volunteer engagement to social clauses in procurement. www.cabinetoffice.gov.uk/social_action.aspx
4. **The UK Catalyst Awards** is an award scheme that recognises everyday heroes who use technology to make a positive impact on the world around them. www.ukcatalystawards.com
5. **Partnerships** Chain Reaction is supported by government departments (Cabinet Office, DfID, DCLG and DEFRA), international businesses (including Accenture and Google) third sector organisations (among them NCVO and bassac) and intermediary organisations (including Heart of the City and Business in the Community). Please find a recent Cabinet Office webstory relating to the Council on Social Action and Chain Reaction [here](#)
6. **Background information** about the event can be found on the website www.chain-reaction.org

FOR FURTHER INFORMATION PLEASE CONTACT

Laura Hyde
t: 020 7473 9666 (direct line)
t: 020 7473 2270 (switchboard)
t: 07531030910 (mobile)
e: laura.hyde@community-links.org

Richard McKeever
t: 020 7473 9671 (direct line)
t: 020 7473 2270 (switchboard)
e: richard.mckeever@community-links.org