

July 2, 2008

Community Links & the Prime Minister's Council for Social Action announce the launch of international forum, Chain Reaction

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LONDON – Community Links and the Prime Minister's Council for Social Action today announces the launch of 'Chain Reaction', a new annual forum promoting the movement for social change amongst business leaders, policy makers, community activists and young people.

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.

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Soon after coming to office In July 2007, **Prime Minister, Gordon Brown, announced “we will support the development of an annual global forum on social leadership which will meet each year to inspire debate, forge links between activists and stimulate the pursuit of social change”.** 'Chain Reaction' forms part of the programme of the Prime Minister's Council on Social Action.

What would you do to Change the World?

Speak out. Here is your chance: To launch the 'Chain Reaction' conference, Community Links has opened an online survey to find the questions that people would most like answered.

Whose job is it to save the world? Government? Business? Individuals? To have your say, to celebrate examples of social leadership and to help shape this inaugural event, visit [www chain-reaction.org](http://www.chain-reaction.org) from today.

Results will be revealed ahead and during 'Chain Reaction' on November 17-18 2008.

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. **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).
4. **Background information** about the event can be found on the website www.chain-reaction.org

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