

Marc Benioff
Chairman & CEO
salesforce.com
World Wide Corporate Headquarters
The Landmark @ One Market
Suite 300
San Francisco, CA, 94105
United States

31/08/12

Dear Marc Benioff

Social enterprise is widely understood to describe businesses that exist to tackle social and environmental issues, whose surpluses are principally reinvested to do so, rather than driven by the need to maximise profit for shareholders and owners.

The social enterprise term has been used for nearly two decades by a worldwide movement for social justice that has support from governments and civil society organisations all over the world. Time, energy and resources have been invested into the social enterprise movement, a thriving and a powerful force providing solutions to some of the world's most pressing problems – poverty, inequality, unemployment, disadvantage, climate change and global warming.

Your organisation's attempts to take over the term are very damaging to our movement. We ask that Salesforce ceases to use the term 'social enterprise' for private profit and:

- (a) Withdraws its current applications to trademark the term 'social enterprise', and makes no other attempts in the future;
- (b) Stops using the term 'social enterprise' to describe its products / services; and
- (c) Stops advocating that its customers, many of which are private companies, are social enterprises, when they are not.

The movement is achieving so much and growing rapidly but is still in its relative infancy. Its potential for future generations has yet to be realised. Diluting the term and confusing its meaning is only going to be harmful and any successful attempts to trademark the term will close doors for genuine social enterprises.

Rather than jeopardise its progress, please take the steps to support the social enterprise movement on its journey to build a socially just economy and a more sustainable society for all.

Yours sincerely

**Professor Muhammad
Yunus**

Founder, Grameen Bank and Nobel Peace Price
Laureate (Bangladesh)

Professor Richard Wilkinson	Emeritus Professor of Social Epidemiology and co-author of 'The Spirit Level: Why Equality is Better for Everyone' (UK)
Professor Kate Pickett	Professor of Epidemiology in the Department of Health Sciences, The University of York and co-author of 'The Spirit Level: Why Equality is Better for Everyone' (UK)
Lord Adebowale	CEO, Turning Point (UK)
Baroness Thornton	Shadow Equalities Minister, House of Lords and Honorary Secretary of the All Party Parliamentary Group on Social Enterprise (UK)
Claire Dove MBE DL	Chair of Social Enterprise UK and CEO, Blackburne House (UK)
Peter Holbrook	CEO, Social Enterprise UK (UK)
Sir Stuart Etherington	CEO, National Council for Voluntary Organisations (NCVO) (UK)
Sir Stephen Bubb	CEO, Association of Chief Executives of Voluntary Organisations (ACEVO) (UK)
Liam Black	Co-founder, Wavelength (UK)
Social Enterprise World Forum Members:	
Gerry Higgins	Chair
David Brookes	CEO, Social Traders (Australia)
Lee Davis	Co-Founder NESsT (Brazil)
David LePage	Enterprising Non-Profits & Social Enterprise Council of Canada (Canada)
Kevin Lynch	Social Enterprise Alliance (USA)
Kevin Robbie	Social Ventures Australia (Australia)
Jim Schorr	Owen Graduate School of Management, Vanderbilt University (USA)

Peter Stadler	Fachberatung für Arbeits- und Firmenprojekte (FAF) (Germany)
Dr. Susan Steinman	University of Johannesburg, Centre for Social Entrepreneurship (South Africa)
Steve Wyler OBE	CEO, Locality (UK)
Ed Mayo	Secretary General, Co-operatives UK (UK)
Dr. Peter Kyle	Deputy CEO, ACEVO (UK)
Cliff Prior	CEO, UnLtd (UK)
Rod Schwartz	CEO, ClearlySo (UK)
Pooja Warier	Director, UnLtd India (India)
Jan Olsson	Co-President, REVES (UK)
Filippo Addarii	Executive Director, Euclid Network
Fraser Kelly	CEO, Social Enterprise Scotland
Claire Greenwood	Director, Papilio Limited
Emma Worley FRSA	COO and Founder, The Philosophy Foundation
Frank Buckley	CEO, Down Syndrome Education International
Charlotte McConkey	Director, Big Bird Media
Theresa Burton	CEO & Co-founder, Buzzbnk
Professor Rob Paton	Centre for Public Leadership & Social Enterprise
Trisha Lee	Artistic Director, MakeBelieve Arts
Dr Iyabo Fatimilehin	Executive Founder, Just Psychology CIC
Karen Lynch	CEO, Belu
Pradeep Jethi	Co-founder and CEO, Social Stock Exchange Ltd
Paul Young	Founder of Emerging Padoyo

Denise Davis-Boreham	Chief Executive, Make a Difference Community Interest Company
John Clarke	Director, Social Telecoms CIC
Sue Quinn	Director, se2 and Visual Revolution CIC
Andrew Tilling	Director, Preseli Partnerships Ltd
Chris Dabbs	Chief Executive, Unlimited Potential
John Burgess	Chairman and co-founder, Destiny Enterprise Solutions
Kate Welch OBE DL	CEO, Acumen
Heather Wilkinson	CEO, Striding Out CIC
Tony Blunden	CEO, Siawns Teg
Will Nixon	CEO, PM Training
Nick Comley	MD, Brew On The Social Enterprise Brewery
Peter Lovell	CEO, North London Community Finance
Clive Hirst FRSA	Chairman of Social Enterprise Solutions CIC
Mike Bryan	Founder, brycom
Jean McVann	MD, Gateway Primary Care CIC
Brendan Martin	Managing Director, Public World