

**7th ANNUAL CONFERENCE
INSTITUTE FOR SOCIAL INNOVATION**

Tuesday 1st April 2014, at 9.15 am

8.45 am

Registration

9.15 am

Opening Ceremony VII Annual Conference
Organisations with a Social Impact
Fostering intrapreneurship and social entrepreneurship

Alfons Sauquet, Dean of ESADE Business School
Ignasi Carreras, Director of Institute for Social Innovation, ESADE

Conference

Social Entrepreneurship: Transformational or Palliative Movement?

In recent years, the social entrepreneurship movement has grown all over the world, and both governments and corporations are starting to take note. This newfound awareness in other sectors is a welcome development, but it brings with it certain challenges.

This talk is a reflection on the opportunities and threats that have emerged as interest in social entrepreneurship has grown.

Pamela Hartigan, Director of Skoll Centre for Social Entrepreneurship Said Business School,
University of Oxford

11.00 am

Coffee Break

11.30 am

Parallel Workshops and Panels



Panel:

Impact Investment and Sources of Financing for Social Entrepreneurs

Access to economic resources is one of the main obstacles faced by social enterprises. At this panel discussion, the speakers will discuss the best financing sources that are available today or likely to appear in the coming years. Impact investments are emerging as the best mechanism for supporting social entrepreneurship. These investments finance social projects with the aim of making them scalable and generating a return on investment. In this model, entrepreneurs and investors have something in common: they both contribute to generating social impact.

At this session, we will explore questions such as the following: What are the best tools and channels for accessing financing in Europe? What criteria do investors use to select projects with a social impact? How do social entrepreneurs gain the confidence of investors? What do financing prospects look like for the coming years?

Nicolas Hazard, Chairman, Le Comptoir de l'Innovation and Vice-Chairman, Groupe SOS

Lisa Hehenberger, Research Director of the European Venture Philanthropy Association

Daniel Nowack, Program Director Albania, Yunus Social Business

Moderator: **Alfred Vernis**, Executive Director of ESADE Business School University Programmes

* Panel in English with simultaneous translation available



Panel:

From Idea to Action: Social Intrapreneurship Success Stories

At this panel discussion, we will learn how a multinational financial corporation and a foundation dedicated to improving quality and equality in primary and secondary education are reinventing themselves as social enterprises.

These three organisations have introduced changes in various areas, including the role and vision for the future of their social actions, their portfolio of initiatives, and the means of financing and implementing them. We will also see how these organisations have addressed the need to change important aspects of their distinctive competencies and organisational culture as well as their approach to collaborating with other stakeholders.

Antoni Ballabriga, Director of Corporate Responsibility and Reputation at BBVA

Ismael Palacín, Director of the Jaume Bofill Foundation

Joaquín Serra, Advisory and Director of Institutional Relations of Natura Bissé

Moderator: **Ignasi Carreras**, Director of Institute for Social Innovation, ESADE

* Panel in Spanish



Workshop:

Social Networks for Organisations with a Social Impact

How can organisations turn social networks into their best allies? This session aims to explore the possibilities offered by social platforms. Among other things, these versatile tools allow people and organisations with shared objectives or interests to connect with one another. At this workshop, we will take a hands-on look at how a project to create a social platform should be structured in order to generate synergies that will lead to social impact. Specifically, we will discuss the three main aspects of social platforms: content, structure and people.

Jaime Valverde, Head of Social of Omnicom Media Group

Moderator: **Sonia Navarro**, Associate Director of ESADE Institute for Social Innovation

* Panel in Spanish



Workshop:

Sustainable Models for Generating Social Value

It is surprisingly ironic that, just when social needs are the greatest, organisations that work for social justice feel more questioned than ever before. Over the past five years, many such organisations have disappeared, most have seen their revenues fall sharply, and all are feeling the pressure to deliver results like never before. We're seeing a crisis of models in the social sector right when we need it the most.

This workshop will focus on discovering, reorienting and redesigning social action models that are better adapted to today's context. We will rethink obsolete models, learn from success stories and work together to design transformations that will make organisations more sustainable and maximise their social impact. This workshop targets NGOs and social enterprises that are interested in discovering new ways to generate social change.

Miquel de Paladella, co-founder of UpSocial and Director of Social Innovation for Communities (SIC)

Jorge Rovira, co-founder and Director of Employability Programmes at UpSocial. Founder of a social enterprise called Bee Honey.

Viviana Urani, co-founder of UpSocial and Communications Director of Social Innovation for Communities (SIC). Communication and content strategy adviser at consulting firm CLIC-CLAC.

Moderator: **Daniel Arenas**, Professor of ESADE and Head of Research at ESADE Institute for Social Innovation

* Panel in Spanish

1.30 pm	Networking lunch
2.30 pm	<p style="text-align: center;">Creative workout with Siel Bleu</p> <p>This social Enterprise will help us resume the afternoon's sessions through a creative and energizing experience.</p> <p>Guillaume Lefebvre, CEO Siel Bleu Spain Ivette Callorda, manager of Siel Bleu Catalunya</p>
2.45 pm	<p style="text-align: center;">Elevator Pitch Session</p> <p>At this session, we wish to provide elements of both reflection and action. We will offer to five recently created social enterprises a space to pitch their projects. We will ask the audience to generously provide each project with feedback, comments and proposals. We hope that this session will help to know tangible examples of social enterprises.</p> <p>Xavier Pont i Martin, co-founder and director general of the Ship2B Foundation Clara Navarro Colomer, co-founder and director of training and guidance at the Ship2B Foundation David Sagristà Garcia, communication coach and founder of Uptitude</p>
3.30 pm	<p style="text-align: center;">Conference</p> <p>Transforming business practices through inclusive models and partnerships: the example of the Danone Ecosystem Fund</p> <p>The Danone Ecosystem Fund supports and finances about 50 projects around the world aiming at co-creating inclusive business models that deliver powerful social change for the members of Danone's ecosystem (smallholders, micro-distributors, wastepickers, carers, etc.) and leverage business opportunities to transform company mainstream practices at the same time.</p> <p>Danone business units and non-profit partners such as social entrepreneurs work hand in hand in a new form of partnerships to tackle societal issues and move beyond traditional CSR programs.</p> <p style="text-align: center;">Alexia Penent d'Izarn, Nutrition & Services Development Director, Danone Ecosystem Fund</p>
4.45 pm	<p style="text-align: center;">Closing ceremony</p> <p style="text-align: center;">Ignasi Carreras, Director of Institute for Social Innovation, ESADE</p>
5.00 pm	End of the VII Annual Conference

Institute for Social Innovation sponsors



For more information and registration:
www.innovacionsocial.esade.edu/jornadanual