

V ANNUAL CONFERENCE ESADE INSTITUTE FOR SOCIAL INNOVATION

Connecting Sustainability and Innovation

"Fostering Innovation to address Social and Environmental Challenges"

Thursday 16th February 2012, ESADEFORUM Barcelona

Programme

8:30 am Registration

9:00 am ***How Can Organizations Grow Responsibly?***

- **Eugenia Bieto**, General Director, ESADE
- **Ignasi Carreras**, Director, Institute for Social Innovation, ESADE

"Redefining the Future of Growth: the New Sustainability Champions"

- **Knut Haanaes**, Managing Director, Boston Consulting Group

10:30 am Coffee Break

11:00 am ***Sustainability and Innovation Workshops***

W1. *Creating Shared Value – How Companies Can Improve Their Competitive Advantage by Addressing Social and Environmental Problems**



Facilitators: **Marc Pfitzer**, Managing Director [FSG](#) Geneva

Sonja Patscheke, Senior Consultant at [FSG](#) Geneva

**English workshop with translation*

W2. *Introduction to Design Thinking, a More Human Way of Innovating**



Facilitator: **Amalio Rey**, Founder and Project manager, Emotools SL

**Workshop in Spanish*

W3. *Making Sustainability Sticky from the Inside-Out – How to Create Organizations with Innovative and Sustainable Workplace Cultures**



Facilitator: **Montse Ventosa**, Conversations Director and Founder, [StickyCulture](#)

**Workshop in Spanish*

W4. *Strategic Planning to Unleash Creativity and Innovation Towards Sustainability**



Facilitator: **Katherine Raleigh**, President of the Association [The Natural Step](#) in Spain

**Bilingual workshop, English and Spanish*

12:30 pm Break

1:00 pm *How Can We Connect Sustainability and Innovation: an Organizational Perspective*



- Katherine Raleigh, President of the Association [The Natural Step](#) in Spain
- Marc Pfitzer, Managing Director FSG Geneva
- Montse Ventosa, Conversations Director and Founder of [StickyCulture](#)
- Amalio Rey, Founder and Projects manager, Emotools SL
- Moderator: **Marc Vilanova**, Lecturer, Department of Social Sciences, ESADE

2:00 pm Networking lunch

3:30 pm *Cutting edge experiences to promote innovation for social and environmental challenges*

- Indy Johar, co-director, [OO:/](#) and co-founder, [Hub Westminster](#)
- Ramon Arratia, European Sustainability Director, InterfaceFLOR
- Moderator: **Ignasi Carreras**, Director of Institute for Social Innovation, ESADE

5:00 pm Closing comments

Institute for Social Innovation sponsors:

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Date: 16th February 2012

Time: 9:00 am - 5:00 pm

Place: ESADEFORUM Barcelona. Av. Pedralbes 60-62, 08034, Barcelona

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

Further information can be found on [our website](#), on our [Facebook](#) page and on [Twitter](#).

*If you want to attend the conference will be required to pay 35€. Act partly in English with simultaneous translation available.