



Promoting Social Innovation through Collaboration

6th Annual Conference
Barcelona, 20th February 2013

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6th ANNUAL CONFERENCE. ESADE INSTITUTE FOR SOCIAL INNOVATION

Wednesday 20th February 2013, ESADEFORUM Barcelona

Programme

8:30 am Registration and Welcome coffee

9:15 am **Collaborating for Disruptive Innovation**

- **Jem Bendell**, Director of the Institute for Leadership and Sustainability at the [University of Cumbria](http://www.cumbria.ac.uk) (UK)

*Many companies and NGOs have been collaborating for over a decade, with benefits for both, as well as their intended goals and beneficiaries. Yet statistics show negative trends in environment, inequality and hunger, while major economic upheavals dominate the strategies of government, business and civil society. Despite growing interest in partnerships, they risk becoming irrelevant. How can partnerships deliver change at the scale and pace required in times of crisis? How can they help solve ongoing crises? Having worked with partnerships for 17 years, Professor Bendell will describe the latest collaborations that attempt systemic change, through changing market frameworks or through producing new social innovations that 'disrupt business as usual'. He will draw upon his book *Evolving Partnerships*, and his own social entrepreneurship in the diverse worlds of luxury and community currencies.*

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

11:00 am Coffee Break

11:30 am Parallel Workshops and Panels

Workshop 1. Partnerships for employment and social inclusion work. *English workshop without translation

- **Leda Stott**; Director of the International Masters in Sustainable Development and Corporate Responsibility at the [EOI Business School](http://www.eoi.es) (Madrid)
- **Anette Scoppetta**, Head of the Work and Employment Unit and member of the Executive Board at the [Centre for Social Innovation \(ZSI\)](http://www.zsi.at) (Vienna)
- **Santiago Porto**, Consultant on business, human rights and development
- Moderator: **Daniel Arenas**, Professor of ESADE and Head of Research at ESADE Institute for Social Innovation

This interactive workshop will make the case for engaging different stakeholders in sustainable measures to promote employment and social inclusion. Drawing from the experience of the Community of Practice on Partnership in the European Social Fund, examples will look at relevant initiatives from across Europe involving partners such as the public sector, NGOs, businesses, trade unions, academia, enterprise agencies, etc. This will be followed by a group exercise exploring the skills and tools needed for initiating and building effective partnerships, with particular emphasis on roles and opportunities for NGOs and businesses.



Workshop 2. Creativity as a Tool for Collaboration and Social Innovation. *Participative Workshop in Spanish

- **Carles Vidal**, Journalist and expert in Co-operation and Development
- Moderator: **Maria Prandi**, Researcher of ESADE Institute for Social Innovation

This workshop will explore each participant's ability to collaborate and come up with initiatives and responses to address some of the issues raised during the day. Experience shows that the challenges we face are difficult to resolve when they are approached solely from an intellectual level. However, crisis scenarios often require us to put aside purely cognitive reasoning to build creative processes that allow us to imagine scenarios that we have not yet been able to contemplate.

Panel 3. Partnerships that address local and global challenges *Panel held in Spanish with translation in English

- **Michele Bruni**, Manager of the Agricultural Markets and Enterprise Unit at [Oxfam UK](#).
- **Jordi Peix**, Vice-President of [Fundació Banc dels Aliments](#) (Barcelona)
- **Ignasi Carreras**, Director of ESADE Institute for Social Innovation

The session will explore key dimension to generate collaborative efforts between large organizations of from the civil society and companies. New collaborative models for generating shared value between companies and society are needed to reshape business values and respond to the needs of a growing population under the challenges of a resource constraint world, rapidly changing food consumption patterns and climate change. Based on the evolution of Oxfam thinking on partnerships with companies, the session will provide examples on how collaboration and trust, shared principles, language and spaces for innovating can break barriers and support systemic and transformational change.

**Those attending the Panel 3 will receive a copy of Social innovation: pathways to systemic change.*

Panel 4. The technology sector as a driver for social innovation. *Round table discussion held in Spanish

- **Ismael Peña-López**, Professor of Law and Political Science of [Open University of Catalonia \(UOC\)](#)
- **Sofía Fernández de Mesa**, Director of Social Responsibility and Innovation in [Telefónica](#) and Project Manager of [M-Inclusion](#)
- **Patricia Pólvora**, [Ericsson Response](#) Communications Officer at Ericsson
- Moderator: **Sonia Navarro**, Associate Director of ESADE Institute for Social Innovation

This round table discussion aims to show, through several initiatives and successful experiences, how the technologic sector enables organizations to better carry out their work, and how this experience has become a valuable tool in motivating employees, strengthening the company's CSR strategy and reach more innovative goals, amongst others. Initiatives in which technology joins in the collaboration between organizations from different fields and sectors of activity: business, NGO, international institutions, public sector, etc.

**Those attending the Panel 4 will receive a copy of TIC, desarrollo y negocios inclusivos, by ESADE's Institute for Social Innovation, with the support of Fundación Telefónica.*

Plenary Sessions

1:00 pm **Deconstructing myths. Innovation, creativity and collaboration**

- **Carles Vidal**, Journalist, expert in Co-operation and Development and actor

2:00 pm Networking lunch


3:30 pm **Co-innovation: keys to learn how to innovate from the alliances**

- **Maria Prandi**, Researcher of ESADE Institute for Social Innovation
- **Juan Cano**, Executive Director of [Semilla Consultores Ltda](#) (Colombia)

4 pm. **Stakeholder-driven Innovations**

- **Susanne Stormer**, Vice President of the Global Triple Bottom Line Management of [NovoNordisk](#)

5 pm Closing comments



Carbon neutral event



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Date: 20th February 2013

Time: 9:30 am - 4:30 pm

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

For more information and registration: www.socialinnovation.esade.edu/annualconference

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

*The registration fee for the Annual Conference is 35€ and that includes all the activities anticipated and the lunch. Act partly in English with simultaneous translation available in almost every session.