

# 2<sup>nd</sup>

## Social Entrepreneurship Conference “Doing Business the other way”

Programme

**3.11.2014**

**Onassis Cultural Centre (Main auditorium)**

<b>09.00 – 10.00</b>	<b>Registration</b>
<b>10.00 – 10.30</b>	<b>Welcome notes</b>
	<b>Marianna Moschou</b> , Board chairman Prosvasis and board chairman ELEPAP
	<b>Tony Buckby</b> Country Director, British Council Greece
	<b>Leonidas Antonakopoulos</b> , Head, European Union Office in Athens
	<b>Panos Karvounis</b> , Head, European Commission Representation in Athens
<b>10.30 – 10.50</b>	<b>Key Note Speech: <u>Social entrepreneurship and Social investments: The questions that no one asks</u></b>
	<b>Dr. Lluís Pareras</b> , Venture capital Health equity: Director (Barcelona, ES)
<b>Part A</b>	<b>Global trends</b>
<b>10.50 – 11.05</b>	<b>The EU strategy for the development of social economy and social innovation, with specific focus on the key funding possibilities</b> <b>Anita VELLA</b> , European Commission, Deputy Head of Unit C2, Sectorial Employment Challenges, EGF, Youth Employment and Entrepreneurship / DG Employment, Social Affairs and Inclusion **** <b>double check org &amp; title</b>
<b>11.05 – 11.20</b>	<b>National priorities for the development of social enterprises in Greece</b> <b>Anna Dallaporta</b> , General Secretary for EU funds management, Ministry of Labour
<b>11.20 – 11.35</b>	<b>What will Social enterprise look like in Europe by 2020?</b> <b>Will we leap? Doing business the other way</b> <b>Richard Catheral</b> , Director and CoFounder, RadicalCapital
<b>11.35 – 11.50</b>	<b>Discussion</b>
<b>Moderator: George Krikelas</b> , CEO, MENTORINGSA	
<b>Part B</b>	<b>Opportunities</b>
<b>11.50-12.05</b>	<b>How to create a business opportunity by solving a social Problem</b> <b>Discovering Hands: a social enterprise made in Germany going global</b> <b>Frank Hoffmann</b> , CEO and Founder, Discovering Hands
<b>12.05-12.20</b>	..... <b>Henrik Morch</b> , DG Int. Marketing & Services, Head of Unit Single Market Policy, Relations with the Council **** <b>double check org &amp; title</b>

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12.20-12.35	<b>Initiatives and mechanisms in the EU to support social enterprises</b> .....
12.35-12.50	<b>Private Funding techniques for social enterprises</b> <b>Paul Cheng</b> , Chair of the Board of Trustees, Shared Impact co
12.50-13.05	<b>Utilizing the Creative Industry to create sustainable Social Enterprises in the cultural sector</b> .....
13.05-13.20	<b>Discussion</b>
<b>Moderator:</b> Konstantinos Geormas, Deputy Head, Social Economy Department Ministry of Employment and Social Protection	
<b>13.00– 14.00 Break – Light Lunch.</b>	
<b>Part C</b>	<b>Challenges</b>
	<b>Techniques to raise financial capital</b>
14.30 – 14.45	<b>Crowd-funding</b> <b>Tools for engagement in crowd-funding</b> <b>Kirsty Gilchrist</b> : Cofounder, Soloco
14.45 – 15.00	<b>Bank Financing</b> <b>Nikolaos Mirtakis</b> , Vice President, Pancretan Cooperative bank
15.00-15.15	<b>Capacity Building for social enterprises and social entrepreneurship</b> <b>Making Capacity Building Cost Effective for Social Enterprises</b> <b>Steve Allman</b> Associate Consultant, Social Enterprise UK
15.15-15.30	<b>Tools and methodologies for measuring impact</b> <b>Social impact measurement: What is it and why it matters</b> <b>Benjamin Brown</b> : Senior Policy and Research Officer, Social Enterprise UK
15.30– 15.45	<b>Discussion</b>
15.45 – 16.00	<b>Conference closure / Conclusions</b>
<b>Moderator:</b> Gerhard Braunling	
<b>Part D</b>	<b>Social Business Excellence Awards 2014</b>
16.00 – 17:00	<b>Social Business Excellence Awards Ceremony</b>
16.00 – 16.15	<b>Social Business Excellence Awards 2014: Vision and Objectives</b> <b>Anastasia Andritsou</b> , Head Partnerships & Programmes, British Council Greece
16.15-17.05	<b>Awards Presentation</b> <b>Elena Papadimitriou</b> , Journalist-T.V. presenter