

Think Social. Act Business. Programme.

Conference on Social Entrepreneurship.

Venue: Municipality's New City Hall (1 Vassileos Georgiou Avenue), Thessaloniki

Date: Friday, 28 March 2014, 9:00-19:00

As part of EUNIC (European Union National Institutes for Culture) program "Think Social. Act Business" and in collaboration with and the Metropolitan Developing Agency of Thessaloniki S.A.*, policy influencers, social enterprises and experts from across Europe will come together in Thessaloniki for an one day policy dialogue and parallel workshops to share and learn from experiences in the Social Enterprise sector in the region.

The project builds on the special focus of the European Commission on Social Economy Development, and responds to an evidenced need to:

- Raise awareness on Social Entrepreneurship among young people and policy makers
- Increase opportunities for sharing expertise on Social Entrepreneurship
- Facilitate the development of an ecosystem on Social Entrepreneurship

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Conference

Municipality's New City Hall, 09:00- 15:00

- 09:00 – 10:00** **Registrations- Coffee**
- 10:00 – 10:15** **Welcome Note**
Maria Tsakali
Chair EUNIC Cluster Thessaloniki
Pegkas Spiros
President and CEO, Metropolitan Developing Agency of Thessaloniki S.A.
Eugenia Petridou
Scientific Coordinator of the Innovation and Entrepreneurship Unit of AUTH, Professor of School of Economics.
- 10:15 - 10:30** **An introduction to Think Social. Act Business Programme**
Anastasia Andritsou
Head Partnerships and Programmes, British Council
- 10:30 - 11:00** **Social Entrepreneurship as a key enabler for local growth**
Kostas Geormas
Special Advisor, Office of the Minister of Labour, Social Security and Welfare
- 11:00 - 11:15** **Social Entrepreneurship- an historical overview**
Marios Chatzidamianos
Social Economy Knowledge Broker
- 11:15 - 11:30** **The value of networks**
Michele Mosca
Researcher and Assistant Professor of Economics at the Department of Political Science of the University of Naples 'Federico II', Iris Network, Italy
- 11:30 – 11:45** **Break- Refreshments**
- 11:45 - 12:00** **Education for Societal Change – The German case study**
Oliver Beckmann
Head Qualification, Social Entrepreneurship Akademie, Germany
- 12:00 – 12:15** **Social Impact Award – Social Entrepreneurship Programme for the Youth**
Dimitris Kokkinakis
Founder Impact Hub Athens
- 12:15 - 12:45** **Creating impact in deprived communities**
Ewa Sadowska
Chief Executive Officer and member
Barka Foundation Board of Trustees, UK
- 12:45 – 13:00** **Measuring Social Impact**
Mikel Oleaga
Programme Director, Impact Hub Madrid

13:00 – 13:15 ***Social Entrepreneurship during the Financial Crisis***

George Isaias

Director, SYNTHESIS Center for Research & Education Ltd

13:15 – 14:15 ***Social Entrepreneurship in Thessaloniki***

- Presentation of Metropolitan Developing Agency Programme
Tzakris Athanasios
Board Member, Monitoring Organizations of Civil Society of Central Macedonia
- Green Ways
Farfaras Giorgos
President of the Steering Committee, GreenWays
- Student's Award Winning Social Entrepreneurship Business Plans, Innovation & Entrepreneurship Unit, Aristotle University of Thessaloniki
 - ***Special Trips***, 1st Prize *Kalligiannidou Parthena, Karasouli Maria, Simeonidou Maria*
 - ***OIKODIAGNOSIS, Health Care Servises***, 2nd Prize *Maxim Gavriilidis, Niaouris Athanasios, Petsouki Eleni*

Moderator: Giorgos Toulas

Publisher Parallaxi, Director Thessaloniki Differently

14:15 – 15:00 ***Light Lunch- Refreshments***

Workshops

Parallel workshops will take place at Municipality's New City Hall, 15:00- 19:00

Module 1

Social Entrepreneurship and City Branding

Multipurpose Hall

Mikel Oleaga

Programme Director, Impact Hub Madrid

Module 2

Setting up a social enterprise

Multipurpose Hall

Vassileia Katsani

Founder Anaplous

Module 3

How to change the world by enabling future Social Entrepreneurs

Municipality Hall

Oliver Beckmann

Head Qualification, Social Entrepreneurship Akademie, Germany

**The conference and the workshops are part of the awareness programme on Social Entrepreneurship of the Developmental Joint "SUPPORTING SOCIAL ECONOMY OF CENTRAL MACEDONIA".*