



Social Entrepreneurship and Education Consortium

SEEC Europe Workshop  
9-11 July, 2009

*Moving Social Entrepreneurship Sustainably Forward Through  
Education, Research & Partnerships*

### Schedule of Events

Day 1            July 9

11 am to 3 pm	<b>Registration</b>
3:30 to 5:30 pm	<p><b>Welcome</b> by <i>Miguel Larrañaga</i>, Vice-Rector of Institutional Relations, IE University and Bancaja representative</p> <p><b>Kick off of the Workshop</b> by <i>Rachida Justo</i>, IE Business School and <i>Gary Palin</i>, Elon University, USA</p> <p>How to promote Social Entrepreneurship at University Campuses</p> <ul style="list-style-type: none"> <li>• Social impact management center: experiences from the IE – <i>Joaquín Garrlada</i>, <i>Waya Quiviger</i> and <i>Max Oliva</i>, IE Business School</li> </ul> <p><b>Workshop agenda &amp; facilitation</b></p>
5:30 pm to 7 pm	<p><b>Opening session:</b> <i>Rachida Justo</i>, IE Business School</p> <p>Social entrepreneurship: what are we talking about?</p>
9 pm	<b>Networking welcome dinner</b>

Day 2

July 10

8:00 to 9:00 am	<b>Continental Breakfast</b>
9 to 9:30am	<b>Program for the day</b> - brief overview
9:00 to 12:00 am	<p><b>Trends in research on social entrepreneurship:</b></p> <ul style="list-style-type: none"> <li>• Setting the stage: What do we already know and what do we have yet to know?</li> <li>• Teams meet and discuss key topics of research on Social Entrepreneurship</li> <li>• De-briefing session in plenary room.</li> </ul>
12:00 am to 1:30 pm	<p><b>Identifying opportunities and needs – A student’s perspective</b></p> <p>How students’ in Spain boost engagement: Experiences from “IE Business School – <i>Waya Quiviger, IE Business School</i></p> <p><b>The student’s voice.</b> <i>Moderated by representatives of NET IMPACT at IE Business School</i></p> <ul style="list-style-type: none"> <li>• MBA’s with a soul: Analyzing the student’s motivation for pursuing studies/ careers in social entrepreneurship</li> <li>• Exploring student’s role in the social entrepreneurship teaching/ education process</li> <li>• Identifying common characteristics/ motivations amongst social entrepreneurship students: results of a survey conducted with the Net Impact membership group.</li> </ul>
1:30 pm to 2:30 pm	<p><b>Keynote speech by Robert Katz</b>, knowledge and communication associate Acumen fund (<a href="http://www.acumenfund.org">www.acumenfund.org</a>).</p>
2:30 to 4:00 pm	<b>Lunch and networking</b>
4:00 to 7:00 pm	<p><b>Meeting and interacting with social entrepreneurs: from theory to practice</b></p> <ul style="list-style-type: none"> <li>• Panel presentation given by 4 social entrepreneurs <ul style="list-style-type: none"> <li>○ <b>Odón Casadesus</b>, founder of RECICLEM (<a href="http://www.reciclem.es">http://www.reciclem.es</a>), Spain.</li> <li>○ <b>Boyd Cohen Ph.D., LEED AP</b>, founder of 3rdwhale.com (<a href="http://www.3rdwhale.com">http://www.3rdwhale.com</a>), Canada and USA</li> <li>○ <b>Mareike Hussels</b>, E+Co (<a href="http://www.eandco.net">www.eandco.net</a>), Netherlands</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Daniel Truran, EBBF (<a href="http://ebbf.org/home.html">http://ebbf.org/home.html</a> )</li> <li>• Social entrepreneurship from the NGO's perspective: Interactive session with the rest of the participants. <i>Moderated by Patricia Moreira, Chief executive of Ayuda en Acción (<a href="http://www.ayudaenaccion.org">www.ayudaenaccion.org</a>)</i></li> </ul>
7:30 to 9:00 pm	<b>Guided tour through Segovia</b>
9:30 to 11:30 pm	<b>Gala Dinner</b>

### Day 3

July 11th

8:00 to 9:00 am	<b>Continental Breakfast</b>
9:30 to 11 am	<b>Teaching social entrepreneurship: sharing experiences</b>
11 am to 1:00 pm	<p><b>Social entrepreneurship projects competition – Moderated by Javier Martin-Cavanna, President of Compromiso Empresarial (<a href="http://www.compromisoempresarial.com/">http://www.compromisoempresarial.com/</a>)</b></p> <p><b>Presentation of two social entrepreneurship ventures created by former IE Alumni.</b></p> <ul style="list-style-type: none"> <li>- <b>Prosperitas (<a href="http://www.prosperitasmf.com">www.prosperitasmf.com</a>)</b></li> <li>- <b>Ropa capaz</b> (Clothing for disabled in Spain)</li> </ul>
1:00 to 1:30 pm	<b>Winners (<i>Prize to be given by Accenture foundation Spain</i>)</b>
1:30 to 2:00 pm	<b>Closing address <i>Miguel Larrañaga, Vice-Rector of Institutional Relations, IE University</i></b>
2:00 to 4:00 pm	<b>Lunch and networking</b>
Rest of the Week End	<b>Enjoy Spain !!</b>