



# Creating value together

## Towards business partnerships between social economy enterprises and traditional businesses

Thon Hotel,  
Rue de la Loi 75, 1040 Brussels

Tuesday 3 July 2018  
Wednesday 4 July 2018

DAY 1	
10:00	<b>Registration and coffee</b>
11:00	<b>Opening</b> <ul style="list-style-type: none"> <li>• Katharina Warta <i>Director, Technopolis Group, Austria</i></li> </ul>
11:05	<b>The host's opening</b> <ul style="list-style-type: none"> <li>• Ulla Engelmann <i>Head of Unit, European Commission, DG GROW, F.2: Clusters, Social Economy and Entrepreneurship</i></li> </ul>
11:20	<b>Maximising social impact: cooperation between social economy enterprises and traditional businesses</b> <ul style="list-style-type: none"> <li>• Peter Leyman <i>General Manager, Social Enterprise Ryhove VZW, Former Managing Director Volvo Cars, Ghent</i></li> </ul>
11:40	<b>Key findings of the study: cooperation of social business enterprises and traditional businesses</b> <ul style="list-style-type: none"> <li>• Karl-Heinz Leitner <i>Senior Scientist, AIT Austrian Institute of Technology GmbH, Austria</i></li> <li>• Elena Como <i>Head of the Research and Evaluation Unit, LAMA Development and Cooperation Agency Societa' Cooperativa S.C.R.L., Italy</i></li> <li>• Mika Naumanen <i>Senior Scientist, VTT Technical Research Centre of Finland Ltd, Finland</i></li> </ul>



12:00	<p><b>Five parallel workshops showcasing best practices on:</b></p> <ul style="list-style-type: none"> <li>• <b>Sharing economy</b> – New modes of collaboration</li> <li>• <b>The spectrum from CSR to social-intrapreneurship</b> – The next step towards collaboration</li> <li>• <b>Public and private procurement</b> – Transactional business relationships</li> <li>• <b>Gender and collaboration</b> – The promotion of gender opportunities</li> <li>• <b>Co-creation workshop</b> – Understanding the value of collaboration and evaluating it</li> </ul>
13:00	<p><b>Lunch break</b></p>
14:00	<p><b>Five parallel workshops showcasing best practices on:</b></p> <ul style="list-style-type: none"> <li>• <b>Circular Economy</b> – New modes of collaboration</li> <li>• <b>Changing management methods</b> – Leading your business to the next stage of collaboration</li> <li>• <b>Clusters</b> – Creating shared value</li> <li>• <b>Experience from the European Social Fund</b> – Collaboration between traditional enterprises and social economy enterprises in social franchising</li> <li>• <b>Co-creation workshop</b> – Measuring the value of collaboration: what and how?</li> </ul>
15:00	<p><b>Five parallel workshops showcasing best practices on:</b></p> <ul style="list-style-type: none"> <li>• <b>New technologies and digitisation</b> – New modes of collaboration</li> <li>• <b>Social impact investment</b> – From investment to integrated cooperation</li> <li>• <b>Clusters</b> – Creating shared value</li> <li>• <b>Experience from the European Social Fund</b> – Collaboration between traditional enterprises and social economy enterprises to promote work integration</li> <li>• <b>Co-creation workshop</b> – Assessing the evaluation: data analysis and learning</li> </ul>
16.00	<p><b>Coffee break</b></p>
16:20	<p><b>Wrap-up</b></p> <ul style="list-style-type: none"> <li>• Rebecca Allinson <i>Director, Technopolis Group, United Kingdom</i></li> </ul>



16:50	<p><b>Panel discussion: Success factors for cooperation</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <a href="#">Slawomir Tokarski</a> <i>Director, European Commission, DG GROW, Directorate F: Innovation and Advanced Manufacturing.</i></li> </ul> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• <a href="#">Kimmo Lipponen</a> <i>Chief Executive Officer, Finnish Association for Social Enterprise, Finland</i></li> <li>• <a href="#">Sophi Tranchell (tbc)</a> <i>Group Chief Executive Officer, Divine Chocolate Ltd., United Kingdom</i></li> <li>• <a href="#">Emmanuel de Lutzel (tbc)</a> <i>Vice President Social Business, BNP Paribas, France</i></li> <li>• <a href="#">Hans Reitz</a> <i>Founder and Managing Director of creative agency Circ GmbH &amp; CO KG and co-founder of "Grameen Creative Lab" (together with Prof. Muhammad Yunus), Germany</i></li> <li>• <a href="#">Renata Truzzi de Sousa</a> <i>Portfolio Director, Brazil &amp; the Southern Cone Region, NESsT, Brazil</i></li> </ul>
18.00	<b>Break / transfer to Mundo-b</b>
19:00	<p><b>Networking event and walking dinner</b></p> <p>Hosted by a Regional Government (tbc)</p> <p><i>Venue: <b>Mundo-b</b></i> Co-working space for social enterprises Rue d'Edimbourg, 1050, Bruxelles</p>



<b>DAY 2</b>	
09:00	<p><b>Opening</b></p> <ul style="list-style-type: none"> <li>• Katharina Warta <i>Director, Technopolis Group, Austria</i></li> </ul>
09:10	<p><b>Preliminary recommendations to enhance collaboration</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• Thomas Heimer <i>Scientific Head, Technopolis Group, Germany</i></li> </ul> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• Diana Dovgan (tbc) <i>Secretary General, CECOP-CICOPA Europe, European Confederation of Cooperatives active in Industry and Services, Belgium</i></li> <li>• Veronique Willems (tbc) <i>Secretary General, UEAPME - European Association of Craft, Small and Medium-Sized Enterprise, Belgium</i></li> <li>• Mikel Irujo Amezaga (tbc) <i>Delegate of the Government of Navarre to the EU, Spain</i></li> </ul>
09:45	<p><b>World cafe sessions</b></p> <p>Five parallel interactive sessions on future collaboration design for social economy enterprises, traditional business, intermediaries and policy makers</p> <ul style="list-style-type: none"> <li>• <b>The potential of hybrid business models</b> – From transactional towards transformative collaboration</li> <li>• <b>The potential of policy measures</b> – How government can facilitate sustainable collaboration</li> <li>• <b>The potential of clusters</b> – The unique role of clusters to facilitate collaboration and shared value</li> <li>• <b>The potential of rethinking value chains</b> – The future of circular and shared economy</li> <li>• <b>The potential of funding</b> – The use of European funds to pilot collaboration modes and designs</li> </ul>
11:00	<p><b>Coffee break</b></p>



11:30	<p><b>Panel discussion on the future of collaboration: the way forward</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <a href="#">Michael Wagemans</a> <i>Managing Partner, i-Propeller, Belgium</i></li> </ul> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• <a href="#">Oana Toiu</a> <i>Former State Secretary at the Government of Romania, Founder and CEO at Social Innovation Solutions, Romania</i></li> <li>• <a href="#">Carsten Schierenbeck</a> <i>Head of Sector Cluster Policy, European Commission, DG GROW, F.2: Clusters, Social Economy and Entrepreneurship</i></li> <li>• <a href="#">Christophe Itier (tbc)</a> <i>High Commissioner for social and solidarity economy and for social innovation</i></li> <li>• <a href="#">Margarita Albors</a> <i>Founder and President of Social Nest Foundation, Spain</i></li> <li>• <a href="#">Representative ESF Social Economy Network (tbc)</a></li> <li>• <a href="#">Antoine Feral (tbc)</a> <i>Vice President of EU affairs, Rolls-Royce</i></li> </ul>
12:45	<p><b>Concluding Remarks</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Ulla Engelmann</a> <i>Head of Unit, European Commission, DG GROW, F.2: Clusters, Social Economy and Entrepreneurship</i></li> </ul>
13:00	<p><b>Lunch</b></p>
14:00	<p><b>Optional site visit to a social economy enterprise</b> MolenGeek or Atelier Groot Eiland in Brussels (duration ~2h)</p> <p><i>Further information on site visit will be provided soon</i></p>