



# SOCIAL INNOVATION Europe

PROGRAMME

# Social Innovation Europe Launching Event

Brussels, 16 & 17 March 2011

# PROGRAMME

## Day 1: Wednesday 16 March (14.30-22.30)

Location: Théâtre de Vaudeville, Koninginnegalerij/Galerie de la Reine 11, Brussels

14.30-15.30 **Registration** in Théâtre de Vaudeville [Briezz band playing]

15.30-15.55 **Welcome** by *László Andor*, European Commissioner for Employment, Social Affairs and Inclusion

15.55-16.15 **Putting a face to the Social Innovation Europe Initiative: perspectives from the project leaders**

*Geoff Mulgan*, The Young Foundation, *Diogo Vasconcelos*, CISCO, Social Innovation eXchange SIX, *Louise Pulford*, The Young Foundation

16.15-17.00 **Putting a face to the policy: perspectives from different Directorates-General in the European Commission**

*Henriette van Eijl*, Enterprise and Industry Directorate-General, *Olivier Rouland*, Employment, Social Affairs and Inclusion Directorate-General, *Peter Wintlev-Jensen*, Information Society and Media Directorate-General, Research and Innovation Directorate-General, Regional Policy Directorate-General, *Agnes Hubert*, Bureau of European Policy Advisers

**Moderator:** *Peter Dröll*, Enterprise and Industry Directorate-General

17.00-18.20 **Panel discussion: Showcasing the work of European social innovation pioneers**

*Ana Vale*, Gabinete de Gestão EQUAL/ESF Management authority; *Martin Hirsch*, President, Agency for civil service; *Mirosław Miller*, President, Wrocławskie Centrum EIT + Ltd; *Vickie Cammack*, President & CEO, Tyze Personal networks; *Simon Roberts*, President, Ideas Bazaar; *Gorka Espiau*, Programme manager DenokInn, Social Innovation Park

**Moderator:** *Geoff Mulgan*, The Young Foundation

18.20-19.30 **Networking reception**

19.30-22.30 **Conference dinner**

Dinner speech by *Francis Beldand*, Vice-President, X Prize Foundation  
Short presentations

## Day 2: Thursday 17 March (9.30-17.15)

Location: Crowne Plaza Brussels - Le Palace, Gineststraat/Rue Gineste 3, Brussel

9.30 **Arrival of participants**

10.00-10.30 **The Social Innovation Europe Initiative:** *Geoff Mulgan*, The Young Foundation

**Europe leading Social Innovation:** *José Manuel Barroso*, President of the European Commission

10.30-11.45 **Panel discussion: What does Europe need to do now?**

*Ingrid Lieten*, Deputy Prime Minister of Flanders; *Isobel Mota*, Trustee of Calouste Gulbenkian Foundation; *Mercedes Bresso*, President of the Committee of the Regions; *Barbara Eros*, Strategic programme director DemNet; *Filippo Addarii*, Executive director Euclid Network

**Moderator:** *Diogo Vasconcelos*, CISCO, Social Innovation eXchange SIX

11.45-11.55 **Introductions to the 6 workshop sessions**

### Parallel workshop sessions

Initiated by a moderator and two inspirational speeches, participants are invited to discuss and generate social innovation ideas, which will be auctioned in the afternoon session.

12.00-13.00 **Round 1: Toolkit for social innovation**

Session A: The ecology of finance

**Moderator:** *Luc Soete*, Director, UNU-MERIT

Session B: Evaluation of social innovation

**Moderator:** *Peter Ramdsen*, CEO Freiss Ltd and URBACT pole manager

Session C: Scaling up success of social innovation

**Moderator:** *Freek Spinnewijn*, Director, FEANTSA

13.00-14.30 Lunch break

14.30-15.30 **Round 2 : Priority areas for social innovation**

Session D: Encouraging active ageing in Europe

**Moderator:** *Jeremy Millard*, Senior Advisor, DTI

Session E: Workplace innovation

**Moderators:** *Mieke van Gramberen*, General manager, Flanders Synergy; *Peter Totterdill*, Director, Workplace Innovation and Joint Chief Executive of UKWON

Session F: Cities and eco-innovation

**Moderator:** *Maria Da Graça Carvalho*, MEP

15.45-16.30 **Auction of ideas generated by the workshop sessions** by *Marcel Brouwer* of Gavelers Art Auctioneers

Each participant is provided with an auction paddle to bid on social innovation ideas presented by conference participants.

16.30-17.15 **Concluding plenary session**

*Máire Geoghegan-Quinn*, European Commissioner for Research, Innovation and Science

*Diogo Vasconcelos*, CISCO, Social Innovation eXchange SIX