



**Think Social.
Act Business. Programme.**

**Conference on Social Entrepreneurship
as part of the Thessaloniki Forum: Youth and Social Innovation Week
Venue:** Thessaloniki New Town Hall (1 Vassileos Georgiou Avenue)

Date: Wednesday 2 December 2015, 09.30–19.00

As part of the **EUNIC (European Union National Institutes for Culture)** Thessaloniki programme *Think Social. Act Business* and in collaboration with the **Municipality of Thessaloniki** and the **Anna Lindh Foundation (in the framework of the Thessaloniki Forum: Youth and Social Innovation Week)**, the **British Council**, the **Goethe-Institut Thessaloniki**, the **Italian Cultural Institute**, the **French Institute in Thessaloniki** and the **Spanish-Greek Cultural Centre of Thessaloniki** are delighted to welcome you to *Think Social. Act Business*, a new series of workshops and an open discussion on social entrepreneurship.

Social entrepreneurs and experts from the UK, Germany, Spain, Italy and France have been invited to Thessaloniki to share international expertise, good practice and practical tools and tips on how to set up a successful social enterprise, as well as present their own experiences of becoming social entrepreneurs.

Online registration: <http://bit.ly/1T9wPEQ>

Organisers:



09.00–09.15 Arrivals / Coffee

09.15–10.15 Opening panel in collaboration with In Place of War (IPOW)

Debate to Action: Inspirational stories of social change

With the participation of:

Ruth Daniel, In Place of War – University of Manchester (UK)

Felipe Altenfelder, Fora do Eixo (Brazil)

Eleonora Insalaco, Anna Lindh Foundation

Sadem Jebali, Young Arab Voices / British Council (Tunisia)

Workshops

10.30–13.30 Session

Module 1A

Business Modeling for Social Entrepreneurs

Oliver Beckmann, Head of Qualification, Social Entrepreneurship Akademie, Germany

The workshop will be conducted in English.

Module 1B

Social Enterprise between tradition and innovation: Practices and Services

Pasquale Ippolito, Forcoop, Italy

The workshop will be conducted in Italian with simultaneous interpretation into Greek.

Module 1C

Leadership Skills for Social Entrepreneurs

Maria Nomikou, Partnerships and Programmes Manager, British Council

13.30–14.00 Light lunch / Coffee

14.00–17.00 Session

Module 2A

Marketing a Social Enterprise

Thomas Huriez, Social entrepreneur, Creator of the 1083 brand, France

The workshop will be conducted in French with simultaneous interpretation into Greek.

Module 2B

Strategic Planning and Management of Social Enterprises

Udday Thakkar, Social Enterprise Mentor, Managing Director, Red Ochre, UK

The workshop will be conducted in English.

Module 2C

Title and speaker to be confirmed

17.00–17.30 Coffee

17.30–19.00 Plenary Session / Open Discussion

From youth initiative to social entrepreneurship

With the participation of:

Oliver Beckmann, Head of Qualification, Social Entrepreneurship Akademie

Udday Thakkar, Managing Director Red Ochre

Pasquale Ippolito, Forcoop

Thomas Huriez, Social Entrepreneur, 1083 brand

Q&A / Wrap around / End of the event / Distribution of certificates of attendance

Simultaneous interpretation into Greek will be provided.