



# Creating value together

Towards business partnerships between social economy enterprises  
and traditional businesses

Thon Hotel EU,  
Rue de la Loi 75, 1040 Brussels

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## PROGRAMME

Tuesday 3 July 2018	
10:00	<b>Registration and coffee</b>
11:00	<b>Opening</b> Katharina Warta <i>Director, Technopolis Group, Austria</i>
11:05	<b>The host's opening</b> Ulla Engelmann <i>Head of Unit, European Commission, DG GROW, F.2: Clusters, Social Economy and Entrepreneurship</i>
11:10	<b>Welcome Note</b> Minister Didier Gosuin, Minister of Economics, Employment, Vocational Training, Health, Public Service and Budget of the Brussels regional Government.
11:20	<b>Setting the scene</b> Peter Leyman <i>General Manager, Social Enterprise Ryhove VZW, Former Managing Director Volvo Cars, Ghent</i>
11:40	<b>Key findings of the study on cooperation of social business enterprises and traditional businesses</b> Monica Edwards-Schachter <i>Associate Consultant, Technopolis Group, United Kingdom</i> Mika Naumanen <i>Senior Scientist, VTT Technical Research Centre of Finland Ltd, Finland</i> Doris Schartinger <i>Senior Scientist, AIT Austrian Institute of Technology GmbH, Austria</i> Elena Como <i>Head of the Research and Evaluation Unit, LAMA Development and Cooperation Agency Societa' Cooperativa S.C.R.L., Italy</i>



12:00	<p><b><u>Six parallel workshops showcasing best practices on:</u></b>  <i>Participants are invited to attend one of the following workshops</i></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>Experience from the European Social Fund</b> – Smart funding as an ignition for new cooperation models</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><u>Five parallel workshops showcasing best practices on:</u></b>  <i>Participants are invited to attend one of the following workshops</i></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><u>Five parallel workshops showcasing best practices on:</u></b>  <i>Participants are invited to attend one of the following workshops</i></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	<b>Coffee break</b>
16:20	<b><u>Wrap-up</u></b> Rebecca Allinson <i>Director, Technopolis Group, United Kingdom</i>
16:50	<b><u>Panel discussion: success factors for creating value together</u></b>  Moderator: Slawomir Tokarski <i>Director, European Commission, DG GROW, Directorate F: Innovation and Advanced Manufacturing.</i>  <b><u>Panellists:</u></b> Anael Labigne <i>Head of Engagement with Enterprises, ZiviZ im Stifterverband, Germany</i>  Kimmo Lipponen <i>Chief Executive Officer, Finnish Association for Social Enterprise, Finland</i>  Emmanuel de Lutzet <i>Vice President, Volunteering, BNP Paribas, France</i>  Hans Reitz <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>  Ariane Rodert <i>EU Policy Adviser - National Forum for Voluntary Social Work (FFSA)- Sweden President - Section for the Single Market, Production and Consumption – EESC</i>  Renata Truzzi de Souza <i>Portfolio Director, Brazil &amp; the Southern Cone Region, NESsT, Brazil</i>
18.00	<b>Break / transfer to Mundo-b</b>
19:00	<b><u>Networking event and walking dinner</u></b> Co-hosted by the Flemish Government  <b>Venue: Mundo-b</b> Co-working space for social enterprises Rue d'Edimbourg, 1050, Bruxelles



<b>Wednesday 04 July</b>	
09:00	<p><b>Opening</b>            Katharina Warta  <i>Director, Technopolis Group, Austria</i></p>
09:10	<p><b><u>Preliminary recommendations to enhance collaboration</u></b>            Moderator: Thomas Heimer  <i>Scientific Head, Technopolis Group, Germany</i></p> <p><u>Panellists:</u></p> <p>Diana Dovgan  <i>Secretary General, CECOP-CICOPA Europe, European Confederation of Cooperatives active in Industry and Services, Belgium</i></p> <p>Veronique Willems  <i>Secretary General, UEAPME - European Association of Craft, Small and Medium-Sized Enterprise, Belgium</i></p> <p>Mikel Irujo Amezaga  <i>Delegate of the Government of Navarre to the EU, Spain</i></p>
09:45	<p><b><u>World cafe sessions</u></b>            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><u>Panel discussion on the future of collaboration: the way forward</u></b>  Moderator: Michael Wagemans  <i>Managing Partner, i-Propeller, Belgium</i></p> <p><u>Panellists:</u></p> <p>Oana Toiu  <i>Former State Secretary at the Government of Romania, Founder and CEO at Social Innovation Solutions, Romania</i></p> <p>Carsten Schierenbeck  <i>Head of Sector Cluster Policy, European Commission, DG GROW, F.2: Clusters, Social Economy and Entrepreneurship</i></p> <p>Gilles Mirieu de Labarre  <i>Deputy Higher Commissioner for social and solidarity economy and for social innovation - France</i></p> <p>Margarita Albors  <i>Founder and President of Social Nest Foundation, Spain</i></p> <p>Ann Branch  <i>Acting Director, European Commission, Directorate General for Employment, Social Affairs and Inclusion, Directorate Skills</i></p> <p>Antoine Feral  <i>Vice President EU Affairs, Rolls-Royce</i></p>
12:45	<p><b><u>Concluding Remarks</u></b></p> <p>Ulla Engelmann  <i>Head of Unit, European Commission, DG GROW, F.2: Clusters, Social Economy and Entrepreneurship</i></p>
13:00	<p><b>Lunch</b></p>
14:00	<p><b><u>Optional site visit to a social economy enterprise</u></b>  MolenGeek or Atelier Groot Eiland in Brussels (duration ~2h)</p> <p><i>Further information on site visit will be provided soon</i></p>