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# Think Social. Act Business.

EUNIC (European Union National Institutes for Culture) and the “Metropolitan Developing Agency of Thessaloniki” invites you to **Think Social. Act Business.** Conference on Social Entrepreneurship, on **28 March, at 09.00-15.00**, at the **Thessaloniki Town Hall, 1, Vasileos Georgiou Str.**

**Following the end of the conference, a series of parallel workshops will be organised as part of the event’s programme at 15.00-19.00.**

The programme and the registration form are [available here](#)

## For information please contact:

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## Think Social. Act Business.

IN COLLABORATION WITH



# Think Social. Act Business. Programme.

## Conference on Social Entrepreneurship.

**Venue:** Municipality's New City Hall (1 Vassileos Georgiou Avenue), Thessaloniki

**Date:** Friday, 28 March 2014, 9:00-19:00

As part of EUNIC (European Union National Institutes for Culture) program "Think Social. Act Business" and in collaboration with and the Metropolitan Developing Agency of Thessaloniki S.A.\*, policy influencers, social enterprises and experts from across Europe will come together in Thessaloniki for an one day policy dialogue and parallel workshops to share and learn from experiences in the Social Enterprise sector in the region.

The project builds on the special focus of the European Commission on Social Economy Development, and responds to an evidenced need to:

- Raise awareness on Social Entrepreneurship among young people and policy makers
- Increase opportunities for sharing expertise on Social Entrepreneurship
- Facilitate the development of an ecosystem on Social Entrepreneurship

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## Conference

### Municipality's New City Hall, 09:00- 15:00

- 09:00 – 10:00**      **Registrations- Coffee**
- 10:00 – 10:15**      **Welcome Note**  
*Maria Tsakali*  
Chair EUNIC Cluster Thessaloniki  
*Pegkas Spiros*  
President and CEO, Metropolitan Developing Agency of Thessaloniki S.A.  
*Eugenia Petridou*  
Scientific Coordinator of the Innovation and Entrepreneurship Unit of AUTH, Professor of School of Economics.
- 10:15 - 10:30**      **An introduction to Think Social. Act Business Programme**  
*Anastasia Andritsou*  
Head Partnerships and Programmes, British Council
- 10:30 - 11:00**      **Social Entrepreneurship as a key enabler for local growth**  
*Kostas Geormas*  
Special Advisor, Office of the Minister of Labour, Social Security and Welfare
- 11:00 - 11:15**      **Social Entrepreneurship- an historical overview**  
*Marios Chatzidamianos*  
Social Economy Knowledge Broker
- 11:15 - 11:30**      **The value of networks**  
*Michele Mosca*  
Researcher and Assistant Professor of Economics at the Department of Political Science of the University of Naples 'Federico II', Iris Network, Italy
- 11:30 – 11:45**      **Break- Refreshments**
- 11:45 - 12:00**      **Education for Societal Change – The German case study**  
*Oliver Beckmann*  
Head Qualification, Social Entrepreneurship Akademie, Germany
- 12:00 – 12:15**      **Social Impact Award – Social Entrepreneurship Programme for the Youth**  
*Dimitris Kokkinakis*  
Founder Impact Hub Athens
- 12:15 - 12:45**      **Creating impact in deprived communities**  
*Ewa Sadowska*  
Chief Executive Officer and member  
Barka Foundation Board of Trustees, UK
- 12:45 – 13:00**      **Measuring Social Impact**  
*Mikel Oleaga*  
Programme Director, Impact Hub Madrid

**13:00 – 13:15**      ***Social Entrepreneurship during the Financial Crisis***

*George Isaias*

Director, SYNTHESIS Center for Research & Education Ltd

**13:15 – 14:15**      ***Social Entrepreneurship in Thessaloniki***

- Presentation of Metropolitan Developing Agency Programme  
*Tzakris Athanasios*  
Board Member, Monitoring Organizations of Civil Society of Central Macedonia
- Green Ways  
*Farfaras Giorgos*  
*President of the Steering Committee, GreenWays*
- Student's Award Winning Social Entrepreneurship Business Plans, Innovation & Entrepreneurship Unit, Aristotle University of Thessaloniki
  - ***Special Trips***, 1st Prize *Kalligiannidou Parthena, Karasouli Maria, Simeonidou Maria*
  - ***OIKODIAGNOSIS, Health Care Servises***, 2nd Prize *Maxim Gavriilidis, Niaouris Athanasios, Petsouki Eleni*

*Moderator: Giorgos Toulas*

Publisher Parallaxi, Director Thessaloniki Differently

**14:15 – 15:00**      ***Light Lunch- Refreshments***

## **Workshops**

Parallel workshops will take place at Municipality's New City Hall, 15:00- 19:00

Module 1

### **Social Entrepreneurship and City Branding**

Multipurpose Hall

*Mikel Oleaga*

Programme Director, Impact Hub Madrid

Module 2

### **Setting up a social enterprise**

Multipurpose Hall

*Vassileia Katsani*

Founder Anaplous

Module 3

### **How to change the world by enabling future Social Entrepreneurs**

Municipality Hall

*Oliver Beckmann*

Head Qualification, Social Entrepreneurship Akademie, Germany

*\*The conference and the workshops are part of the awareness programme on Social Entrepreneurship of the Developmental Joint "SUPPORTING SOCIAL ECONOMY OF CENTRAL MACEDONIA".*