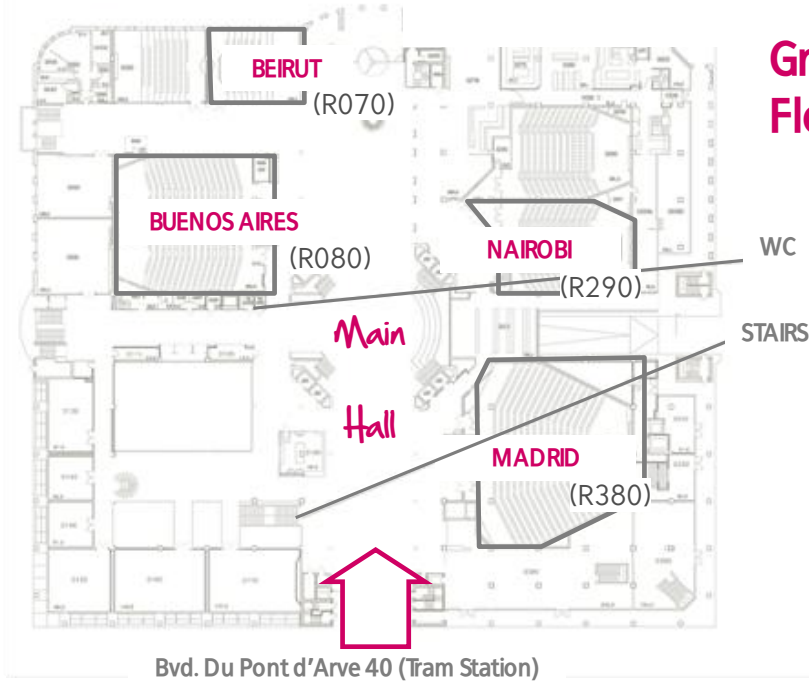
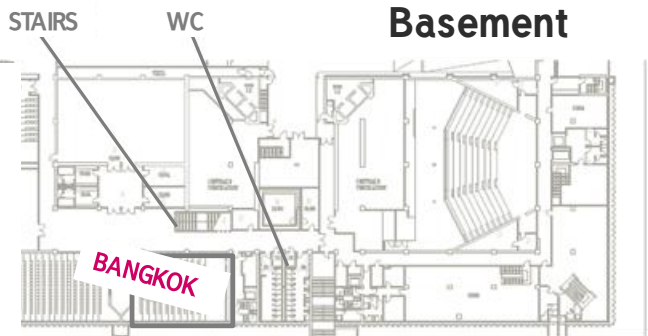


# Welcome!

## MAP - Uni Mail conference rooms



**GFSC staff** will be present throughout the event to direct you to the appropriate rooms and answer any questions!





## Innovation and Co-creation for Development

**Innovation and Co-creation in a journey** with and through business to discover innovative partnerships, social business and technologies for development!

*Join leading innovators, implementers of business-NGO partnerships, and social entrepreneurs to discover business and economic solutions to ending poverty.*

**Program Icons for the 3 topic tracks:**



Scaling up social entrepreneurship and measuring impact



Transforming business-NGO / IO partnerships and adopting best practice



Developing innovative business reaching the world's poor as consumers, producers and partners

## Attendees can choose from a wide variety of platforms

Presentations, panel discussions, but also...



**Connection** space for actionable ideas and several structured networking opportunities



**Createshops** – CREATE innovative solutions to social entrepreneurs' concrete challenges through workshops and small group discussions

# Agenda at a glance



GENEVA FORUM ON  
**SOCIAL CHANGE**

**SATURDAY 21 April / 9am-8pm**

**FRIDAY 20 April / 6-10pm**

**Main Hall**

**Madrid R380**

6:15 - 6:30 PM  
Registration

6:30 - 8:00 PM  
**Innovation Fair**  
opens

6:30 - 6:45 PM  
Opening Remarks  
**IOMBA Class of 2011-2012**

6:45 - 7:20 PM  
**Key note address**  
*Steve Andrews, CEO Solar Aid*

7:30 - 9:00 PM  
Panel discussion  
**Innovation and Co-creation for Development**  
*Special Guest Speaker:*  
*Nick Kristof, NY Times*  
(Skype webcast)  
**Moderator:** Aureore Bui (Softweb)  
**Panel:** Yann Borgstedt (Womanity Foundation), Brindusa Fidanza (World Economic Forum), Ernst von Kimakowitz (Humanistic Management Center)

9 PM  
(iPad raffle)  
Networking &  
Cocktails

## MORNING

**Main Hall**

8:45 - 9:15 AM  
Registration

9:30 AM - 6:45 PM  
**Innovation Fair and Inspiration Space**

**Madrid R380**

9:30 - 9:50  
Opening Remarks  
**IOMBA Class of 2011-2012**

9:50 - 10:15  
**Key note address**  
*Cheryl Hicks, Qadia Impact Finance*

10:30 - 11:45 AM  
Panel Discussion  
**Working with and through business to address global challenges**  
**Moderator:** Ernst von Kimakowitz (Humanistic Management Center)  
**Panel:** Steve Andrews (Solar Aid), Cheryl Hicks (Quadia Impact Finance), Nichole Brown (UNICEF)

# Agenda at a glance



GENEVA FORUM ON  
SOCIAL CHANGE

SATURDAY 21 April / 9am–8pm

## MORNING

**Buenos Aires R080**

**Nairobi R290**

**Beirut R070**

**GFSC staff** *is present throughout the event to direct you to the appropriate rooms and answer any questions!*

12:00 - 12:30 PM



Presentation  
**Learning from successful partnerships**  
*Nichole Brown,*  
*UNICEF*

11:40 - 11:55 AM

Movie 1

12:00 - 12:30 PM



Presentation  
**Bringing medicines to low-income markets**  
*Solveig Haupt,*  
*Endeva Associated Expert*

12:00 - 2:00 PM

**Createshop 1**  
facilitated by  
MakeSense  
**Promoting Responsible Tourism for cultural guesthouse in Tunisia (*Tourisme Solidaire*)**

1:15 - 1:35 PM

Movie 2

# Agenda at a glance

**SATURDAY 21 April / 9am–8pm**

## AFTERNOON

### Main Hall


9:30 AM - 6:45 PM  
**Innovation Fair and Inspiration Space**

6:45 - 7:00 PM  
Closing Remarks  
**IOMBA Class of 2011-2012**

### Madrid R380

1:45 - 3 PM   
Panel Discussion  
**Scaling up social finance and impact investment**  
**Moderator:** Cheryl Hicks (Quadia Impact Finance)  
**Panel:** Vivian Gee, (Schwab Foundation for Social Entrepreneurship), Maximilian Martin (Impact Economy), Daniel Schriber (Symbiotics), Pasha Bakhtiar (Willow Impact)

### Buenos Aires R080

1:45 - 3 PM   
Panel Discussion  
**Progress and challenges of transforming multi-stakeholder partnerships**  
**Moderator:** Ernst von Kimakowitz  
**Panel:** Jem Bendell (Lifeworth Consulting), Lena Staafgard (Better Cotton Initiative), Shea Gopaul (Independent Consultant), Nichole Brown (UNICEF)

3:15 - 4:30 PM   
Panel Discussion  
**Gender and Social Entrepreneurship**  
**Moderator:** Aurore Bui (SOFTWEB)  
**Panel:** Christelle Van Ham (Social Entrepreneurship Consulting), Jewel Thomas (Social Entrepreneur)

4:45 - 5:20 PM   
Presentation  
**Turning Social Innovation into a tool for Risk Management & Value Creation**  
*Christelle Van Ham, Social Entrepreneurship Consulting*

**[www.gfsc2012.com](http://www.gfsc2012.com)**

### SPEAKERS' Bios



SATURDAY 21 April / 9am-8pm

AFTERNOON

Nairobi R290

3:15 - 4:30 PM

Panel Discussion

**Co-creation at the base of the pyramid to create shared value and address global challenges**

**Moderator:** Jem Bendell (Lifeworth Consulting)

**Panel:** Steve Andrews (Solar AID), Solveig Haupt (Endeva)



5:00 - 6:40

Movie 4

**The Revolutionary Optimists**

Beirut R070

2:30 - 5 PM

**Createshop 2**

facilitated by  
MakeSense

**What are the strategies to translate the social value of a business in money value for investors?**

5:35 - 6:00

Plenary

Presentation

**Sharing of Results from Createshops**

# Innovation continues on



GENEVA FORUM ON  
**SOCIAL CHANGE**

## ***Innovation Fair!***

**April 20, 6:30 pm**

The Innovation Fair opens in the Main Hall

ValidNutrition, Community Studio in a Backpack, and many others

**April 21, 9:30 am – 7 pm**

Innovation Fair and Inspiration Space in the Main Hall

Find people with common interests and areas of expertise at the idea corners...



### **ValidNutrition**

Taste ValidNutrition fortified  
paste for children against  
malnutrition

## ***Movie screenings***

**April 21, Nairobi**

*11:40 am* Movie 1 | *1:15 pm* Movie 2

*3 pm* Movie 3 | *5:00 pm* Movie 4

**[ITVS]** *Public Media's Independent Voice -*  
The Revolutionary Optimists

## ***Twitter! @gfsc2012***

The two Forum days will be covered by live-tweets: join the dialogue and use the hash tag **#gfsc** and answer **@gfsc2012**



*The event has been organized by the candidates of the*  
**International Organizations MBA.**

This MBA program of the University of Geneva is designed for future global leaders that can contribute to the professionalization of international organizations, merging business strategies and efficiency measurements to international development work. A special thanks to our Dean Prof. Bernard Morard, our Director Monica Patry and all IOMBA Administration

## A Special thanks to



**Ashoka** envisions an Everyone A Changemaker™ world: a world that responds quickly and effectively to social challenges, and where each individual has the freedom, confidence and societal support to address any social problem and drive change. Ashoka strives to shape a global, entrepreneurial, competitive citizen sector: one that allows social entrepreneurs to thrive and enables the world's citizens to think and act as changemakers.



**CSR Geneva** is a social network for Geneva-based people interested in corporate responsibility, accountability, sustainability, social enterprise, & responsible finance. We share information on relevant events, reports, jobs & opinions, & gather for seasonal social events & ad hoc dinners when 'global gurus' are in town



Net Impact Geneva is part of an international network of future leaders from 75 graduate schools in 80 different cities, all dedicated to "using the power of business to make a positive net social, environmental, and economic impact." The Geneva chapter is based at the International Organizations MBA (IOMBA) at the University of Geneva: the only Net Impact chapter in Switzerland and the most active club at the IOMBA.



UNIVERSITÉ  
DE GENÈVE

UniMail team,  
Communication  
Services, and  
Repromail have  
been important  
partners for the  
organization

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GRAPHIC DESIGN & PHOTOGRAPHY





# GENEVA FORUM ON SOCIAL CHANGE



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