THE 2005 SKOLL WORLD FORUM ON SOCIAL ENTREPRENEURSHIP

Making networks really work

Wednesday 30 March

16.30 - 17.00 Registration
The Dhol Foundation

17.00 - 17.10 Welcome
Anthony Hopwood,
Peter Moores Dean, Saïd Business School
Nelson Mandela Lecture Theatre

17.10 – 18.10 Using popular media networks to drive social change in innovative ways
Chair: Charlie Leadbeater, writer, policy advisor and Skoll Centre Fellow
Jeff Skoll, CEO, Participant Productions, and Chairman, Skoll Foundation & founding President, e-Bay
Jake Ebets, producer, Gandhi and others
Peter Samuelson, founder and Chairman, First Star Public Policy Initiative, founder and President, Starlight Starbright Children’s Foundation
Jeff Segal, President and Co-Founding Director, AIM Entertainment Group, LLC
Isabel Maxwell, International Chair, Israel Social Entrepreneurs & President Emeritus, Commtouch Software Ltd
Nelson Mandela Lecture Theatre

18.10 – 18.35 Keynote address: social entrepreneurs – a global agenda
Stan Thakaakara, founder and Director, Just Change, and Skoll Centre Fellow
Nelson Mandela Lecture Theatre

18.35 – 19.00 Keynote address: growing the movement through global action networks
Bill Drayton, founder and CEO, Ashoka: Innovators for the Public
Nelson Mandela Lecture Theatre

19:00 – 19:25 Keynote address: tbc
Joel Podolny, Novartis Professor of Leadership and Management, Harvard Business School
Nelson Mandela Lecture Theatre

All events this evening are screened additionally in the Rhodes Lecture Theatre, the Edmond Safra Lecture Theatre and Lecture Theatre 4
19.30 - 20.30 Reception
With support from UnLtd: the Foundation for Social Entrepreneurs

Thursday 31 March

08.30 - 09.00 Registration
Entrance Hall

09.00 - 09.10 Opening remarks
Nelson Mandela Lecture Theatre

Sally Osberg, President and CEO, Skoll Foundation

09.10 – 09.50 Keynote address: social entrepreneurship, mass mobilisation and systemic change
Nelson Mandela Lecture Theatre

Mark Moore, Director, Hauser Center for Non-Profit Organizations, Kennedy School of Government, Harvard University

09.50 – 11.00 Framing social venture networks to achieve success: an academic roadmap
Nelson Mandela Lecture Theatre

Chair: Steve Woolgar, Chair in Marketing, Saïd Business School

Marc Ventresca University Lecturer in Management Studies, Saïd Business School
Sarah Whatmore, Professor of Environment and Public Policy, School of Geography and the Environment, Oxford University
Karen Stephenson, President, Netform & Professor of Management, Graduate School of Design, Harvard University
Alex Nicholls, Lecturer, Skoll Centre for Social Entrepreneurship, Saïd Business School

All events prior to the coffee break are screened additionally in the Rhodes Lecture Theatre, the Edmond Safra Lecture Theatre and Lecture Theatre 4

11.00 – 11.30 Coffee
Entrance Hall

11.30 – 12.45 Workshops
Mobilising people to support new ways of working
Nelson Mandela Lecture Theatre

Chair: Maurice Machenbaum, co-founder and Executive Director, WISE

Ann Cotton, Executive Director, CAMFED International
Margrethe Juncker, co-founder, and Director, Reach Out
Charlie Leadbeater, writer, policy advisor and Skoll Centre Fellow
Workshop 2 | Government and social enterprise - developing effective partnerships | Rhodes Trust Lecture Theatre

Chair: Geraldine Peacock, Chair, Charity Commission

Mark Moore, Director, Hauser Center for Non-Profit Organizations, Kennedy School of Government, Harvard University

Ron Culley, CEO Scottish Enterprise Glasgow

Cheryl Kernot, consultant

Kate Annison, Economic Inclusion Policy Manager, SEEDA

With support from the South East England Development Agency (SEEDA)

Workshop 3 | Networks for learning: new paradigms for social transformation | Edmond Safra Lecture Theatre

Chair – Gordon Bloom, founder & Director

Social Entrepreneurship Collaboratory, Hauser Center for Non-Profit Organizations, Kennedy School of Government, Harvard University

James Austin, Snider Professor of Business Administration, Chair, Initiative on Social Enterprise, Harvard Business School

Tariq Zafar, Executive Director, Nai Zindagi, Pakistan

Charlotte Young, Chair, School for Social Entrepreneurs

Jacek Bozek, founder and President, Gaja Club

Workshop 4 | Evaluating social entrepreneurship | Lecture Theatre 4

Mark Kramer, Managing Director, Foundation Strategy Group

Recruitment Forum | Scout for talent and summer consulting teams with SBS and other Oxford students | Seminar Room A

12.45 - 13.45 | Buffet lunch | Entrance Hall

13.45 – 15.00 | Workshops | Nelson Mandela Lecture Theatre

Workshop 5 | Creating the infrastructure for social change | Nelson Mandela Lecture Theatre

Chair: MT Rainey, Chairman, Rainey Kelly Campbell Roalfe Young & Rubicam

Karen Tse, founder, President and Chief Executive Officer, International Bridges to Justice

Gillian Caldwell, Executive Director, Witness

Jerr Boschee, founder & Executive Director, The Institute for Social Entrepreneurs
Workshop 6  
From silos to ponds, maps and windows – the new knowledge ecologies

Chair: Geoff Mulgan, Director, The Young Foundation

Mary Midgley, philosopher
Jenny Knowles, Assistant Director, NHS Healthy Communities Collaborative
Jake Chapman, Associate, Demos

Workshop 7  
Governing for good

Chair: John Elkington, co-founder and Chairman, Sustainability Ltd

Stan Thekaekara, founder and Director, Just Change, and Skoll Centre Fellow
Laurence Cockcroft, Chair, Transparency International, UK
Paul Jepson, Senior Research Fellow and Leader of the Conservation Practice Programme, Environmental Change Institute, Oxford University

Workshop 8  
Marketing for global impact: insights from five leaders who have done it

Moderated discussion with Sushmita Ghosh, President, Ashoka and Bill Drayton, founder & CEO, Ashoka and Susan Davis, Chair, Grameen Foundation USA

Recruitment Forum  
Scout for talent and summer consulting teams with SBS and other Oxford students

15.00 - 15.30  
Tea

15.30 - 16.30  
Masterclasses

Masterclass 1  
How to leverage reputation to effect social change

Chair: Doug Holt, L’Oréal Professor of Marketing, Saïd Business School

Paul Hodgkin, founder and Managing Director, Patient Opinion
Ian Bretman, Deputy Director, Fairtrade Foundation
Paul Resnick, Professor, School of Information, University of Michigan

Masterclass 2  
How the new ‘social software’ can help scale communities of interest at very low cost

Lee Bryant, Director, Headshift
Martin Vogel, Project Director, BBC iCan
Masterclass 3  New ways to measure the impacts of social ventures and their networks: local multipliers and social return on investment (SROI)  Andrea Westall, Deputy Director, and Lisa Sanfilippo, Social Enterprise Quality and Impact Project Manager, New Economics Foundation

Masterclass 4  Virtual Network Analysis (VNA): a new approach to collaborative working  Jeremy Hawkins, VNA consultant

16.30 – 18.00  Think like a funder: how investors assess risk and what motivates them to back social entrepreneurs  Chair: Charles Handy, author and broadcaster  Zulfiqar Ahmed, Regional Director, North of England, and Sandra Jetten, COO, UnLtd  John Kingston, Director, Venturesome  Brizio Biondi-Morra, President, Avina Foundation, Costa Rica  Sally Osberg, CEO, Skoll Foundation  Nigel Harris, CEO, New Philanthropy Capital  Doug Miller, Chairman, European Venture Philanthropy Association  David Kyle, Chief Investment Officer & COO, Acumen Fund

Or

The ultimate network: customers and other stakeholders, with Jerr Boschee, founder and Executive Director, The Institute for Social Entrepreneurs

18:00 – 20.00  The Skoll Foundation Awards Ceremony and Reception with Jeff Skoll  Featuring an exclusive preview from The New Heroes, with an introduction from Series Producer Mike Malone

20.00 until late  Networking salons  Skoll awardees and members of the Social Entrepreneurs Oxford Business Network will escort you to Oxford’s best pubs and eateries to meet new people and discuss topics of your choice
## The European connection

### Friday 1 April

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<th>Time</th>
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<td>08.30 – 09.00</td>
<td>Registration</td>
<td>Entrance Hall</td>
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<td>09.00 – 09.45</td>
<td>How the media can be the push strategy for social change</td>
<td>Nelson Mandela Lecture Theatre</td>
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<td>Chair: <strong>Will Hutton</strong>, CEO, The Work Foundation, journalist and author</td>
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<td><strong>Pat Mitchell</strong>, President and CEO, PBS</td>
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<td><strong>Michael Hastings</strong>, Head of CSR, BBC</td>
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<td>09.45 – 09.55</td>
<td>Setting the context for Europe</td>
<td>Nelson Mandela Lecture Theatre</td>
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<td><strong>Pamela Hartigan</strong>, Managing Director, Schwab Foundation for Social Entrepreneurs</td>
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<td>Both events prior to and after the case studies are screened additionally in the Rhodes Lecture Theatre, the Edmond Safra Lecture Theatre and Lecture Theatre 4</td>
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<td>09.55 – 10.45</td>
<td>Case studies</td>
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<td><strong>Case study 1</strong></td>
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<td><strong>Penny Newman</strong>, CEO, Café Direct, UK/southern countries – with <strong>Beth Battle Anderson</strong>, Lecturer &amp; Managing Director, Center for the Advancement of Social Entrepreneurship, Duke University’s Fuqua School of Business</td>
<td>Nelson Mandela Lecture Theatre</td>
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<td><strong>Case study 2</strong></td>
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<td><strong>Lejla Radoncic</strong>, CEO, Bosnian Handicrafts, Bosnia and Herzegovina – with <strong>Kim Alter</strong>, founder and Principal, Virtue Ventures and Skoll Centre Fellow</td>
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<td><strong>Case study 3</strong></td>
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<td>Helping good ideas become a reality: Saïd Business School (SBS) projects in social entrepreneurship</td>
<td>Edmond Safra Lecture Theatre</td>
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<td>The future of fuel – biodiesel in India</td>
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<td>With <strong>Jesse Fahnestock</strong>, <strong>David Rosenheim</strong>, <strong>Florian Sprenger</strong>, <strong>Alexandros Valassopoulos</strong>, <strong>Shashank Verma</strong></td>
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<td>Towards an SBS venture philanthropy fund</td>
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<td>With <strong>Henry Gonzalez</strong>, <strong>Sujeet Kumar</strong>, <strong>Yandong Li</strong>, <strong>Keely Stevenson</strong>, <strong>Audrey Zhou</strong> and consultant and Skoll Centre Fellow <strong>Rob John</strong></td>
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<td>An alumnus perspective</td>
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<td><strong>Kylie Charlton</strong>, Vice-President, Capital Markets, Unitus</td>
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<td>10.45 – 11.15</td>
<td>Coffee</td>
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<td>11.15 – 12.05</td>
<td>Case studies</td>
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<td><strong>Case study 4</strong></td>
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<td><strong>Jeremy Druker</strong>, co-founder, Executive Director and Editor in Chief TOL, Czech Republic – with <strong>Stryker Maguire</strong>, London Bureau Chief, Newsweek tbc</td>
<td>Nelson Mandela Lecture Theatre</td>
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Case study 5  **Sergey Kostin**, Director, The Way Home, Ukraine – with **Sushmita Ghosh**, President, Ashoka

Case study 6  **Mustafa Sari**, President, Association of Nature Observers, Turkey – with **Nicole Etchart**, Co-founder & CEO, NESsT

Case study 7  Promoting social entrepreneurship: experiences from business schools

Chair: **Alex Nicholls**, University Lecturer, Skoll Centre for Social Entrepreneurship, Saïd Business School

With students from:

- IESE, University of Navarra
- Saïd Business School, Oxford University
- Wharton School, University of Pennsylvania
- Graduate School of Business, Stanford University

12.05 - 12.50  The opportunity for social entrepreneurship

Chair: **Ian Goldin**, Vice-President, World Bank

12.50 – 13.00  Closing remarks

**Anthony Hopwood**, Peter Moores Dean, Saïd Business School

13.00 – 14.00  Buffet Lunch

13.00 – 14.00  Working lunch: increasing the finance for social ventures (by invitation only)

Chair: **Sir Ronald Cohen**, Executive Chairman, Apax Partners Worldwide LLP

14.00  Close

Networking is also an integral part of the programme. For details, see over.