

## THE 2005 SKOLL WORLD FORUM ON SOCIAL ENTREPRENEURSHIP

### Making networks really work

#### Wednesday 30 March

16.30 - 17.00	Registration The Dhol Foundation	Entrance Hall
17.00 - 17.10	Welcome <b>Anthony Hopwood</b> , 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	Nelson Mandela Lecture Theatre
	Chair: <b>Charlie Leadbeater</b> , writer, policy advisor and Skoll Centre Fellow	
	<b>Jeff Skoll</b> , CEO, Participant Productions, and Chairman, Skoll Foundation & founding President, e-Bay <b>Jake Eberts</b> , producer, Gandhi and others <b>Peter Samuelson</b> , founder and Chairman, First Star Public Policy Initiative, founder and President, Starlight Starbright Children's Foundation <b>Jeff Segal</b> , President and Co-Founding Director, AIM Entertainment Group, LLC <b>Isabel Maxwell</b> , International Chair, Israel Social Entrepreneurs & President Emeritus, CommTouch Software Ltd	
18.10 – 18.35	Keynote address: social entrepreneurs – a global agenda	Nelson Mandela Lecture Theatre
	<b>Stan Thekaekara</b> , founder and Director, Just Change, and Skoll Centre Fellow	
18.35 – 19.00	Keynote address: growing the movement through global action networks	Nelson Mandela Lecture Theatre
	<b>Bill Drayton</b> , founder and CEO, Ashoka: Innovators for the Public	
19:00 – 19:25	Keynote address: tbc	Nelson Mandela Lecture Theatre
	<b>Joel Podolny</b> , Novartis Professor of Leadership and Management, Harvard Business School	

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 Entrance Hall

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  
Workshop 1 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	<p>Government and social enterprise - developing effective partnerships</p> <p>Chair: <b>Geraldine Peacock</b>, Chair, Charity Commission</p> <p><b>Mark Moore</b>, Director, Hauser Center for Non-Profit Organizations, Kennedy School of Government, Harvard University  <b>Ron Culley</b>, CEO Scottish Enterprise Glasgow  <b>Cheryl Kernot</b>, consultant  <b>Kate Annison</b>, Economic Inclusion Policy Manager, SEEDA</p> <p>With support from the South East England Development Agency (SEEDA)</p>	Rhodes Trust Lecture Theatre
Workshop 3	<p>Networks for learning: new paradigms for social transformation</p> <p>Chair – <b>Gordon Bloom</b>, founder &amp; Director Social Entrepreneurship Collaboratory, Hauser Center for Non-Profit Organizations, Kennedy School of Government, Harvard University</p> <p><b>James Austin</b>, Snider Professor of Business Administration, Chair, Initiative on Social Enterprise, Harvard Business School  <b>Tariq Zafar</b>, Executive Director, Nai Zindagi, Pakistan  <b>Charlotte Young</b>, Chair, School for Social Entrepreneurs  <b>Jacek Bozek</b>, founder and President, Gaja Club</p>	Edmond Safra Lecture Theatre
Workshop 4	<p>Evaluating social entrepreneurship</p> <p><b>Mark Kramer</b>, Managing Director, Foundation Strategy Group</p>	Lecture Theatre 4
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 Workshop 5	<p>Workshops  Creating the infrastructure for social change</p> <p>Chair: <b>MT Rainey</b>, Chairman, Rainey Kelly Campbell Roalfe Young &amp; Rubicam</p> <p><b>Karen Tse</b>, founder, President and Chief Executive Officer, International Bridges to Justice  <b>Gillian Caldwell</b>, Executive Director, Witness  <b>Jerr Boschee</b>, founder &amp; Executive Director, The Institute for Social Entrepreneurs</p>	Nelson Mandela Lecture Theatre

Workshop 6	From silos to ponds, maps and windows – the new knowledge ecologies	Rhodes Trust Lecture Theatre
	Chair: <b>Geoff Mulgan</b> , Director, The Young Foundation	
	<b>Mary Midgley</b> , philosopher <b>Jenny Knowles</b> , Assistant Director, NHS Healthy Communities Collaborative <b>Jake Chapman</b> , Associate, Demos	
Workshop 7	Governing for good	Edmond Safra Lecture Theatre
	Chair: <b>John Elkington</b> , co-founder and Chairman, Sustainability Ltd	
	<b>Stan Thekaekara</b> , founder and Director, Just Change, and Skoll Centre Fellow <b>Laurence Cockcroft</b> , Chair, Transparency International, UK <b>Paul Jepson</b> , 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	Lecture Theatre 4
	Moderated discussion with <b>Sushmita Ghosh</b> , President, Ashoka and <b>Bill Drayton</b> , founder & CEO, Ashoka and <b>Susan Davis</b> , Chair, Grameen Foundation USA	
Recruitment Forum	Scout for talent and summer consulting teams with SBS and other Oxford students	Seminar Room A
15.00 - 15.30	Tea	Entrance Hall
15.30 - 16.30	Masterclasses	
Masterclass 1	How to leverage reputation to effect social change	Nelson Mandela Lecture Theatre
	Chair: <b>Doug Holt</b> , L'Oréal Professor of Marketing, Saïd Business School	
	<b>Paul Hodgkin</b> , founder and Managing Director, Patient Opinion <b>Ian Bretman</b> , Deputy Director, Fairtrade Foundation <b>Paul Resnick</b> , Professor, School of Information, University of Michigan	
Masterclass 2	How the new 'social software' can help scale communities of interest at very low cost	Rhodes Lecture Theatre
	<b>Lee Bryant</b> , Director, Headshift <b>Martin Vogel</b> , Project Director, BBC iCan	

Masterclass 3	<p>New ways to measure the impacts of social ventures and their networks: local multipliers and social return on investment (SROI)</p> <p><b>Andrea Westall</b>, Deputy Director, and <b>Lisa Sanfilippo</b>, Social Enterprise Quality and Impact Project Manager, New Economics Foundation</p>	Edmond Safra Lecture Theatre
Masterclass 4	<p>Virtual Network Analysis (VNA): a new approach to collaborative working</p> <p><b>Jeremy Hawkins</b>, VNA consultant</p>	Lecture Theatre 4
16.30 – 18.00	<p>Think like a funder: how investors assess risk and what motivates them to back social entrepreneurs</p> <p>Chair: <b>Charles Handy</b>, author and broadcaster</p> <p><b>Zulfiqar Ahmed</b>, Regional Director, North of England, and <b>Sandra Jetten</b>, COO, UnLtd  <b>John Kingston</b>, Director, Venturesome  <b>Brizio Biondi-Morra</b>, President, Avina Foundation, Costa Rica  <b>Sally Osberg</b>, CEO, Skoll Foundation  <b>Nigel Harris</b>, CEO, New Philanthropy Capital  <b>Doug Miller</b>, Chairman, European Venture Philanthropy Association  <b>David Kyle</b>, Chief Investment Officer &amp; COO, Acumen Fund</p> <p>Or</p> <p>The ultimate network: customers and other stakeholders, with <b>Jerr Boschee</b>, founder and Executive Director, The Institute for Social Entrepreneurs</p>	<p>Nelson Mandela Lecture Theatre</p> <p>and additionally in :</p> <p>Edmond Safra Lecture Theatre, Lecture Theatre 4</p>
18:00 – 20.00	<p>The Skoll Foundation Awards Ceremony and Reception with <b>Jeff Skoll</b></p> <p>Featuring an exclusive preview from The New Heroes, with an introduction from Series Producer <b>Mike Malone</b></p>	<p>Rhodes Trust Lecture Theatre</p> <p>Nelson Mandela Lecture Theatre/ Entrance Hall</p> <p>All additionally in :</p> <p>Rhodes Lecture Theatre, Edmond Safra Lecture Theatre, Lecture Theatre 4</p>
20.00 until late	<p>Networking salons</p> <p>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</p>	Assemble in Entrance Hall

## The European connection

### Friday 1 April

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

Case study 5	<b>Sergey Kostin</b> , Director, The Way Home, Ukraine – with <b>Sushmita Ghosh</b> , President, Ashoka	Rhodes Trust Lecture Theatre
Case study 6	<b>Mustafa Sari</b> , President, Association of Nature Observers, Turkey – with <b>Nicole Etchart</b> , Co-founder & CEO, NESsT	Edmond Safra Lecture Theatre
Case study 7	Promoting social entrepreneurship: experiences from business schools  Chair: <b>Alex Nicholls</b> , 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	Lecture Theatre 4
12.05 - 12.50	The opportunity for social entrepreneurship  Chair: <b>Ian Goldin</b> , Vice-President, World Bank  <b>Kamran Elahian</b> , Chairman and co-founder, Global Catalyst Foundation <b>Skoll Awardee</b> tbc <b>David Bornstein</b> , author	Nelson Mandela Lecture Theatre
12.50 – 13.00	Closing remarks  <b>Anthony Hopwood</b> , Peter Moores Dean, Saïd Business School	Nelson Mandela Lecture Theatre
13.00 – 14.00	Buffet Lunch	Entrance Hall
13.00 – 14.00	Working lunch: increasing the finance for social ventures (by invitation only)  Chair: <b>Sir Ronald Cohen</b> , Executive Chairman, Apax Partners Worldwide LLP	Boardroom
14.00	Close	

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