THE 2008 SKOLL WORLD FORUM ON SOCIAL ENTREPRENEURSHIP

MARCH 26-28
“THE DAVOS OF SOCIAL ENTREPRENEURSHIP.”

WILL HUTTON, THE OBSERVER

WELCOME TO THE 2008 SKOLL WORLD FORUM!

Stephan Chambers
Chairman, Skoll Centre for Social Entrepreneurship

Alex Nicholls
Lecturer, Skoll Centre for Social Entrepreneurship

Liz Nelson
Development Manager, Skoll Centre for Social Entrepreneurship
CULTURE, CONTEXT AND SOCIAL CHANGE

Whether it’s considering the perspective of a tribal leader in a Ghanaian village, understanding the interplay between different castes in rural India, appreciating the employer-worker relationship in a factory in Shenzhen, or innovating government provision of health services in Brazil, the culture and context within which social entrepreneurs operate is critical to the desired outcome. With this in mind, the 2008 Skoll World Forum proposes discussion, debate and critical questioning around the theme of ‘social entrepreneurship: culture, context and social change’.

If social entrepreneurship is truly about changing the world, then what are the cultural and contextual barriers that social entrepreneurs need to overcome to create sustainable change in the areas where they work? To what extent does culture accelerate or inhibit change, innovation, and scale? How can social entrepreneurs best evaluate the contexts in which they operate? At the most practical level, what mindsets and tools are needed for social entrepreneurs to work successfully across different cultures and contexts? The 2008 Skoll World Forum will address all these questions.

We trust that you will find the Forum a rich and rewarding experience and look forward to meeting you.
“CRUCIAL VOICES NOT REPRESENTED AT MANY OTHER EVENTS. VOICES THAT BRING INCREDIBLE WISDOM, DEPTH AND INTERNATIONAL INTELLIGENCE.”

MINDY S. LUBBER, CERES

YOUR FORUM

Delegates from previous years have ranked networking, the opportunity to test new ideas, and the chance to connect with a broader community of social entrepreneurs among the main reasons they attend the Skoll World Forum. With this in mind, new elements have been added to the programme this year and others have been enhanced in order to facilitate professional interaction and engagement.

NEW THIS YEAR: CONSULTANCY CLINICS
Sit in on vigorous and fast moving Consultancy Clinics where select delegates ‘pitch’ new ideas, business plans or sticky challenges to an esteemed panel of experts, innovators and luminaries who will listen, ask questions and provide valuable advice. Each delegate will have a total of 20 minutes in front of these master panels – five minutes to pitch and 15 minutes for questioning and input. Delegates and observing audiences alike will benefit from the informed perspectives, shared learning and ‘out loud’ thinking as panellists, many of whom are speakers at the Forum, share wisdom, experience and creative insights on the fly.

Don’t miss this opportunity to hear leading thinkers within the corporate, social, policy, and academic sectors offer free advice to participating delegates. Clinics will take place throughout the day on Thursday, 27 March and the morning of Friday, 28 March. See the insert in this programme for a detailed list of panellists and topics.

NEW THIS YEAR: SOCIAL NETWORKING LOUNGE
At the heart of the Said Business School, in the quadrangle, will be the social networking lounge – your space. Come here to meet with a growing community of social entrepreneurs, to collaborate and share ideas, challenges and successes. Be curious and expand your network.

ENHANCED THIS YEAR: THE ORANGE PROGRAMME
The Orange Programme offers a series of satellite meetings hosted by delegates from around the world. These informal, topic driven sessions, held bright and early at 8am on Thursday, 27 March, offer delegates the chance to engage with emerging ideas, approaches and innovations direct from the social entrepreneurship community. The Orange Programme insert included in this programme details this year’s offerings.

SOCIAL EDGE: THE SKOLL WORLD FORUM’S OFFICIAL MEDIA PARTNER
During and after the Forum, you can join fellow social entrepreneurs around the world at www.socialedge.org to share your thoughts and debate the issues. Students from Oxford and Berkeley will be blogging from the Forum alongside Victor d’Allant, Social Edge’s Executive Director. Meet them online and offline!
“STIMULATING. VERY EDUCATIVE. GAVE A NEW VALUE, MEANING AND URGENCY TO SOCIAL ENTREPRENEURSHIP.”

BUNKER ROY, DIRECTOR, THE BAREFOOT COLLEGE
WEDNESDAY 26 MARCH

HOW THE PROGRAMME WORKS
The programme of events is designed to inspire you, to help you to innovate, and to connect you with others in your specific area of interest. The Opening Plenary will be held in the historic Sheldonian Theatre. Days Two and Three will kick off with the Orange Programme (see programme insert). These discussions will be followed by a range of theme-based and evergreen sessions running in parallel, offering you the chance to choose those that best meet your needs. New this year are ‘Consultancy Clinics’ (see insert for session details), providing delegates with access to cutting-edge thinking across topics relevant to social entrepreneurs.
DAY ONE
WEDNESDAY 26 MARCH

Jeff Skoll,
Founder and Chairman, Skoll Foundation and Participant Productions

Karen Tse,
Founder and CEO, International Bridges to Justice

Lord Anthony Giddens,
House of Lords

Nafig Sadik MD,
UN Special Envoy for HIV/AIDS in Asia and the Pacific

Jody Williams,
Nobel Peace Prize Laureate, Nobel Women’s Initiative

Pat Mitchell,
President and CEO, The Paley Center for Media

08.00 – 15.30
REGISTRATION
Said Business School Entrance Hall

08.30 – 11.15
WEDNESDAY 26 MARCH
MASTERCLASSES
Said Business School Seminar Rooms A and B

Recruiting the next generation of social entrepreneurs for your company or venture? Or interested in mentoring them? The attendees will be Oxford MBAs, our friends from schools like Berkeley, Stanford, Harvard and LBS, and a select group of mentors from the field. These are small, informal breakout sessions of three to five MBAs per mentor, rotating so that everybody gets a chance to meet. Breakfast and coffee will be served.

11.15 – 13.15
WEDNESDAY 26 MARCH
PRE-FORUM SESSION
Said Business School, Nelson Mandela Lecture Theatre

UNIVERSITY NETWORK FOR SOCIAL ENTREPRENEURSHIP PRE-FORUM SESSION

This session is hosted by the University Network for Social Entrepreneurship, a joint collaboration of the Skoll Centre for Social Entrepreneurship at University of Oxford, Ashoka: Innovators for the Public, The EMES European Management Research Network and The Social Enterprise Knowledge Network (SEKN).

OVERVIEW

An introductory session will introduce ways to engage and participate in the University Network if you are a faculty member. There will also be a high-level overview of key trends in teaching and research in the last few years illustrating the massive growth of the field.

DELVING DEEP

Two separate sessions will explore recent innovations and major challenges occurring within Social Entrepreneurship Research and Social Entrepreneurship Pedagogy. These interactive sessions will be guided by leaders from the University Network’s Advisory Council and are intended for substantive and high-level discussion.

The University Network is a web-based portal for academics and practitioners wishing to access the growing body of scholarly work and case studies in the field of social entrepreneurship. It also hosts debates and posts conference details and news for students. See www.universitynetwork.org to access curricular materials and link to a research database.
“IF YOU WANT TO KNOW IF THIS MOVEMENT IS REAL, THE SKOLL WORLD FORUM IS THE PLACE TO START.”

MIKE MALONE, ABC NEWS

16.30 – 18.30
WEDNESDAY 26 MARCH
OPENING PLENARY

Sheldonian Theatre
MUSICAL PERFORMANCE

WELCOME
Stephan Chambers, Chairman, Skoll Centre for Social Entrepreneurship

OPENING REMARKS
Jeff Skoll, Founder and Chairman, Skoll Foundation and Participant Productions

THE POLITICS OF CLIMATE CHANGE
Lord Anthony Giddens, House of Lords

THE DYNAMICS OF WORKING CROSS-CULTURALLY – EXPERIENCED VOICES FROM THE FIELD
PANEL DISCUSSION:
Pat Mitchell, President and CEO, The Paley Center for Media
Nafis Sadik MD, UN Special Envoy for HIV/AIDS in Asia and the Pacific
Karen Tse, Founder and CEO, International Bridges to Justice
Jody Williams, Nobel Peace Prize Laureate, Nobel Women’s Initiative

CULTURE, CONTEXT AND POLICY INNOVATION
Phil Hope, MP, Parliamentary Secretary, Minister for the Third Sector

CLOSING REMARKS
Stephan Chambers, Chairman, Skoll Centre for Social Entrepreneurship

18.45 – 20.30
DRINKS RECEPTION FOR DELEGATES
Trinity College
Delegates are invited to join us for drinks at Trinity College.

20.00 – 22.00
STUDENT NETWORKING DINNERS
Kebble College
Join Skoll Scholars, MBA students and delegates from across the globe for the first annual MBA-hosted social entrepreneurs’ dinner at Kebble College – a classic Oxford evening of dining and discussion.
OPTION 1:
Lecture Theatre 4
EMPATHY AND ETHICS: DRIVERS OF OUR SHIFTING CULTURE
Technology has increased the flow of information and made our decision-making more transparent. This rapid shift presents us with an historic opportunity to create a global culture driven by the need for trust and inclusion. This is why it is so important for those who are defining the world’s future structures to consciously build the ethical skills necessary into their designs. The building of empathetic ethics has to begin with individuals and quickly move into the organisations we lead and ultimately the societies we serve. How are we doing this? And, more importantly, how do we make this happen more quickly?

Bill Drayton, CEO and Chair, Ashoka
Mary Gordon, Founder and President, Roots of Empathy
Keith Hammond, Team Leader, Ashoka
Kirk O. Hanson, Executive Director, The Markkula Center for Applied Ethics, Santa Clara University
Jill Viallet, Founder and Executive Director, Sports4Kids

OPTION 2:
Reception Room
WOMEN, CULTURE AND SOCIAL CHANGE
Increasingly, social entrepreneurs working in healthcare, education and economic development are relying on women and girls to create and sustain change in communities around the world. What’s driving this focus on women and girls? What are the models and opportunities for success? What are the challenges and cultural barriers faced by these approaches? And how are traditional, often male-dominated, cultural and community institutions accommodating this changing landscape? Join these panellists for a vigorous, candid and real world conversation on the myths, pitfalls and imperatives surrounding this topic.

Iman Bibars, Vice President of Ashoka Global & Regional Director of Ashoka Arab World
Jensine Larsen, Founder, World Pulse
Fiona Muchembere, Programme Manager Institutional Development, CAMFED International
Bunker Roy, Founding Director, Barefoot College
Nafis Sadik, MD, UN Special Envoy for HIV/AIDS in Asia and the Pacific, United Nations
Diana Wells, President, Ashoka

OPTION 5:
Nelson Mandela Lecture Theatre
HYBRID AND FOR-PROFIT BUSINESS MODELS
Non-profit social entrepreneurs often struggle to scale up their innovations without adequate access to the growth capital, distribution systems and infrastructure readily available to conventional businesses. Rather than accepting these limitations, many are increasingly pursuing hybrid models that draw from the best of both worlds, incorporating traditional business structures and strategies to achieve a social bottom line. This session will look at the challenges and opportunities that accompany these new business models, including an overview of different approaches and in-depth discussion with social entrepreneurs at the forefront of this movement.

Tralence Addy, Ph.D, President and CEO, WaterHealth International
David Brancaccio, Host and Senior Editor of NOW, PBS
Priya Haji, Co-founder and CEO, World of Good, Inc.
Liza Kimbo, Director, Live Well Kenya Foundation
Sébastian Marot, Founder and Executive Director, Friends-International
Tina Seelig, Executive Director, Stanford Technology Ventures Program

OPTION 6:
Seminar Room A
STRATEGIC PARTNERSHIPS BETWEEN MULTINATIONAL CORPORATIONS AND SOCIAL ENTREPRENEURS
Is it possible to strike a win-win partnership between a global corporation and a social enterprise? What are the drivers for partnership and how do they play out in reality? Using current case studies, this session will explore the benefits of partnership – including access to ideas, inspiration, capital and markets – as well as the challenges in making a successful partnership. Participants will take part in dynamic ‘empathy exercises’ in order to better understand the internal drivers and constraints on both sides of the fence.

Maggie Brenneke, Director, Social Entrepreneurship Programme, SustainAbility
John Elkington, Founder and Director, SustainAbility; Founding Partner & Director, Volans Ventures
Richard Kelly, Practice Lead London/Shanghai, IDEO
James Parr, Designer, IDEO
Ros Tennyson, Director, The Partnering Initiative, International Business Leaders Forum
Sophia Tickell, Chairperson, SustainAbility; Founding Partner and Director, Volans Ventures

This is an interactive workshop which has limited capacity.
OPTION 3:
Rhodes Trust Lecture Theatre
INNOVATION AND CHANGE IN GOVERNMENT CULTURE
Across the world there is ongoing debate about how to reform the public sector to deliver better services for all. The panel will consider how social entrepreneurs can interact with government to change the culture of the public sector and innovate to bring about improvements in the provision of public goods. Speakers will explore new relationships between different sectors and the potential for radical new hybrid organisations.

Yves Cabannes, Chair, Development Planning Unit, University College London
Vera Cordeiro, Founder and CEO, Associação Saúde Criança Renascer
David Gergen, Director, John F. Kennedy School of Government, Harvard University
Steven Rathgeb Smith, Nancy Bell Evans Professor, Evans School of Public Affairs, University of Washington
Simon Zhao Lv, Founder and CEO, Non-Profit Incubator (NPI) China

OPTION 4:
Lecture Theatre 5
THE INTERNET, MOBILE TECHNOLOGY AND CROSS-CULTURAL COMMUNICATION
The rapid evolution of technology, social networks and mobile platforms is transforming classical notions of community and cross-cultural communication, offering new ways to disseminate ideas and drive engagement. In this session, leading thinkers and practitioners will explore the role of these new platforms as a means of developing community across cultures, and identify practical opportunities for delegates to leverage new technology to break down barriers, spread innovative ideas and attract new resources.

Victor d’Allant, Executive Director, Social Edge
Ami Dar, Executive Director, Idealist.org
Bruno Guissani, European Director, TED Conferences
Premal Shah, President, Kiva
Katrin Verclas, Co-founder and Editor, MobileActive.org

10.00 – 12.00 CONSULTANCY CLINICS
Sit in on these vigorous and fast moving Consultancy Clinics where select delegates ‘pitch’ new ideas, business plans or sticky challenges to an esteemed panel of experts, innovators and luminaries who will listen, ask questions and provide valuable advice. Each delegate will have a total of 20 minutes in front of these master panels – five minutes to pitch and 15 minutes for questioning and input.

OPTION 7:
Seminar Room B
CONSULTANCY CLINIC 1
David Bornstein, Author, Project Leader, The Solution Frame
Mark Campanale, Director, London Bridge Capital
Roger L. Martin, Dean, Joseph L. Rotman School of Management, University of Toronto
Sophi Tranchell, Managing Director, Divine Chocolate

Delegates and observing audiences alike will benefit from the informed perspectives, shared learning and ‘out loud’ thinking as panellists, many of whom are speakers at the Forum, share wisdom, experience and creative insights on the fly. See the insert in this programme for a detailed list of panellists and topics.

OPTION 8:
Edmond Safra Lecture Theatre
CONSULTANCY CLINIC 2
Stephan Chambers, Chairman, Skoll Centre for Social Entrepreneurship
Debra Dunn, Advisor to Social Ventures, Associate Consulting Professor, Stanford University Institute of Design
Mindy Lubber, President, Ceres
Michael Riseman, Chairman, Venture Partnership Foundation

These are interactive sessions requiring pre-sign up. Limited open spaces may be available. Check at the door.

“A GREAT SOURCE OF INSPIRATION.”
MATTHEW JONES, DIRECTOR, SOCIAL ALCHEMY PTY LTD
DAY TWO
THURSDAY 27 MARCH

14.00 – 16.00 CULTURE, CONTEXT AND SOCIAL CHANGE

OPTION 1:
* Rhodes Trust Lecture Theatre
* **THE CULTURAL ARTS INDUSTRY, INNOVATION AND SOCIAL CHANGE**

What do cultural industries offer communities and individuals from conflict zones and from economically impoverished societies? Artists, film-makers and sports people will offer diverse perspectives on how cultural industries can act as a force for social change. They will look at how institutions and individual artistic expression support and sustain cultural identity and social change.

**Naif Al-Mutawa**, Founder, CEO and Chairman, Teshkeel Media Group

**Peter Bisanz**, Director, Entropy Films

**Dr. Thomas S. Clark**, Founder and Executive Director, Grassroot Soccer, Inc

**Jude Kelly OBE**, Artistic Director, South Bank Centre, Chair, Culture, Ceremonies and Education, London Organising Committee for the Olympic Games

**Fiel dos Santos**, Artist, Mozambique


OPTION 2:
* Lecture Theatre 5
* **CULTURE AND CONFLICT RESOLUTION**

The panellists in this session have all made powerful contributions to post-conflict societies. Their presentations will cover topics such as state-building, gender, the role of the media, and of corporations and social businesses. They will debate how these and other approaches can contribute to rebuilding societies and developing national and international cultures of post-conflict engagement which invite peace alongside effective political and economic participation.

**Lea Esterhuizen**, Head of Research, UnLtd

**Ashraf Ghani**, Founder and Chairman, Institute for State Effectiveness

**John Marks**, President and Founder, Search for Common Ground

**Rodney Schwartz**, Chief Executive, Catalyst Fund Management and Research

**Jody Williams**, Nobel Peace Prize Laureate, Nobel Women’s Initiative

14.00 – 16.00 EVERGREEN

OPTION 4:
* Nelson Mandela Lecture Theatre
* **MIRROR, MIRROR ON THE WALL, WHAT’S THE IMPACT OF THIS ALL?**

This interactive session will explore various approaches to assessing impact and leveraging these efforts to attract resources and drive organisational learning. Participate with panellists in answering key questions including: Who are the real audiences for impact assessment efforts? Who really cares and is it worth the bother? What happens in practice when social entrepreneurs are systematic about measuring impact? How does this lead to organisational learning, increased impact and innovation, or to greater resource mobilisation?

**Jeroo Billimoria**, Executive Director, Aflatoun, Child Savings International

**David Bonbright**, Chief Executive, Keystone Accountability

**Joe Madiath**, Executive Director, Gram Vikas

**Roger L. Martin**, Dean, Joseph L. Rotman School of Management, University of Toronto

**Brian Trestald**, Chief Investment Officer, Acumen Fund

**Faye Twersky**, Director, Impact Planning and Improvement, Bill and Melinda Gates Foundation

OPTION 5:
* Lecture Theatre 4
* **ADDRESSING THE TALENT GAP**

Social entrepreneurs increasingly report that access to human capital is one of the biggest challenges they face. This raises a whole host of challenges around recruiting and retaining the right talent to ensure effective implementation and impact on the ground. This experienced panel will discuss both the challenges and opportunities that accompany growth as well as effective strategies for attracting and keeping the human resources you need to succeed.

**Rodrigo Baglio**, CEO and Founder, CDI (Committee for Democracy in Information Technology)

**Deepti Doshi**, Talent Manager, Acumen Fund

**Marc Freedman**, CEO, Civic Ventures

**Pamela Hartigan**, Founding Partner and Director, Volans Ventures

**Ngwarati Mashonga**, Field Programme Coordinator, Riders for Health
OPTION 3:
Reception Room
EMPATHY AS A TOOL FOR SOCIAL IMPACT
How can a methodology based on empathy inspire innovation for social entrepreneurs working in different cultures? Join the design firm, IDEO, ranked as one of the world’s most innovative companies, in this interactive workshop aimed at engaging delegates in the experience of human centered design. Delegates will explore case studies, learn empathy building tools, and identify avenues of opportunity inspired by cultural contexts.

Tim Brown, CEO and President, IDEO
Jane Fulton Suri, Co-chief Creative Officer, IDEO
James Moed, Business Factors Strategist, IDEO
Aaron Sklar, Design for Humanity, IDEO
Jocelyn Wyatt, Social Impact, IDEO

This is an interactive workshop which has limited capacity.

14.00 – 16.00 CONSULTANCY CLINICS

OPTION 7:
Edmond Safra Lecture Theatre
CONSULTANCY CLINIC 3
William Green, Editor, TIME Europe
Douglas Holt, L’Oréal Professor of Marketing, Said Business School
Maximilian Martin, Global Head, UBS Philanthropy Services, Switzerland
Dorothy Stoneman, Founder and President, YouthBuild USA

These are interactive sessions requiring pre-sign up. Limited open spaces may be available. Check at the door.

OPTION 5:
Seminar Room A
EFFECTIVE MODELS FOR PARTNERSHIP
Building on the morning’s discussions about the potential benefits for partnership between corporations and social entrepreneurs, this session will explore practical tips and tools for pursuing partnerships. Building on insights from pioneering partnering organisations, this session will ask participants to role up their sleeves and help to co-create effective templates for partnership.

Maggie Brenneke, Director, Social Entrepreneurship Programme, Sustainability
John Elkington, Founder and Director, Sustainability;
Founding Partner & Director, Volans Ventures
Richard Kelly, Practice Lead London/Shanghai, IDEO
James Parr, Designer, IDEO
Ros Tennyson, Director, The Partnering Initiative, International Business Leaders Forum
Sophia Tickell, Chairperson, Sustainability; Founding Partner and Director, Volans Ventures

This is an interactive workshop which has limited capacity.
DAY THREE  28 MARCH

09.00 – 11.00 CULTURE, CONTEXT AND SOCIAL CHANGE

OPTION 1:
Edmond Safra Lecture Theatre
THE CHALLENGES AND OPPORTUNITIES OF NATIONALITY, NATIONALISM AND CULTURAL IDENTITY
In today’s interconnected world there has been much written about the end of nation states. At the same time, the need to understand how individuals identify with regional, ethnic, and religious traditions and identities has been increasingly recognised as critical in addressing global problems. The panel will explore how social innovation can both mitigate the pernicious consequences of xenophobia and insularity inherent in many stereotypes of nationalism and enhance the positive opportunities for social change within established heritage and cultural traditions. The session will discuss issues ranging from multiculturalism within countries to cross-national and international cultural challenges and opportunities.

Beverly Crawford, Professor, University of California, Berkeley
Jonathan Hearn, Senior Lecturer, Sociology and Director of Undergraduate Teaching, School of Social and Political Studies, University of Edinburgh
Vaughan Jones, Chief Executive, Praxis
Father Michael Lapsley, SSM, Director, Institute for Healing of Memories
Abdul-REhman Malik, Journalist, Q-News; Senior Project Manager, Radical Middle Way CIC

OPTION 2:
Rhodes Trust Lecture Theatre
STORYTELLING IN THE MODERN WORLD
How do you use storytelling to extend the influence of your work? What happens when your storytelling becomes so powerful that it challenges the status quo? Ken Brecher, social anthropologist and executive director of the Sundance Institute, will lead a vigorous session on storytelling in the modern world; a world where narrative can be a measure of relevance, and your ability to speak to multiple audiences could be the key to your success and the source of your greatest challenges.

Ken Brecher, Executive Director, Sundance Institute
Cara Mertes, Director, Documentary Film, Sundance Institute
Walter Mosely, Author, The Thingstself Inc.
James Orbinski, Research Scientist, and Associate Professor of Medicine and of Political Science, St. Michael’s Hospital, University of Toronto
Annie Sundberg, Filmmaker and Writer, Break Thu Films
Bill Strickland, President and CEO, Manchester Bidwell Corporation

09.00 – 11.00 EVERGREEN

OPTION 5:
Lecture Theatre 4
MARKETING THAT MATTERS
How can social entrepreneurs use marketing strategy to grow their ventures, spread ideas, and facilitate adoption of their models? According to Douglas Holt, L’Oréal Professor of Marketing at the Saïd Business School, conventional marketing techniques are not the way to go. Organisations seeking to change culture and society need to take a socio-cultural approach to marketing.

Holt developed cultural branding in his influential book “How Brands Become Icons: The Principles of Cultural Branding,” and has applied these concepts widely to some of the worlds most prominent social and private sector brands. Holt will show how social mission businesses and civil sector organisations can leverage cultural branding and will lead an interactive discussion on how to apply these insights to their organisations.

Douglas Holt, L’Oréal Professor of Marketing, Saïd Business School, University of Oxford

OPTION 6:
Lecture Theatre 5
REPLICATION AND SCALE
Replication is often the challenge standing between a social entrepreneur’s exciting innovation and major impact. This panel will explore examples of different replication models in an attempt to shed light on some key questions: What are the challenges implicit in the replication model? What are some of the internal and external factors that fuel success? What should a social entrepreneur consider in determining which approach to try?

Martin Burt, Founder, Fundación Paraguaya and Teach A Man To Fish
Debra Dunn, Advisor to Social Ventures and Associate Consulting Professor, Stanford University Design School
Chuck Slaughter, Founder and President, Living Goods
Dorothy Stoneman, Founder and President, YouthBuild USA
09.00 – 11.00 CONSULTANCY CLINICS

Sit in on these vigorous and fast moving Consultancy Clinics where select delegates ‘pitch’ new ideas, business plans or sticky challenges to an esteemed panel of experts, innovators and luminaries who will listen, ask questions and provide valuable advice. Each delegate will have a total of 20 minutes in front of these master panels – five minutes to pitch and 15 minutes for questioning and input.

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OPTION 3:
Seminar Room A
CONSULTANCY CLINIC 5
Brizio Biondi-Morra, President, Avina
Ashraf Ghani, Founder and Chairman, Institute for State Effectiveness
Mari Kurashi, President, Global Giving
Alan Patricof, Founder and Managing Director, Greycroft

OPTION 4:
Seminar Room B
CONSULTANCY CLINIC 6
Tim Brown, President and CEO, IDEO
Kevin Jones, Principal, Good Capital
Clare Lockhart, CEO, Institute for State Effectiveness
Bunker Roy, Founding Director, Barefoot College

These are interactive sessions requiring pre-sign up. Limited open spaces may be available. Check at the door.

OPTION 7:
Nelson Mandela Lecture Theatre
GROWTH FINANCE FOR SOCIAL ENTREPRENEURS
Financing the growth of operations to achieve major scale is without a doubt the biggest challenge facing social entrepreneurs. Not only are larger amounts of capital hard to obtain, but the funding available frequently neglects the need to build the core capacity of the to organisations – and can result in pressures that dilute the to organisations focus on maximizing social impact. This panel explores a range of methods and strategies available to social entrepreneurs for financing their growth plans, including emerging ways to create new asset classes (including hybrid, for-profit, and for-benefit models); and cutting-edge intermediaries supporting social entrepreneurs’ financing efforts. And a seasoned social entrepreneur will be on hand to share experiences on the ground in obtaining major funding from both grant- and investor sources.

Antony Bugg-Levine, Managing Director, Rockefeller Foundation
Mark Campanale, Director, London Bridge Capital
Christine Elbs Singer, Co-Founder and Deputy Executive Director, E+O
Charles T. Harris III, Executive Partner, SeaChange Capital Partners
Maximilian Martin, Ph.D., Global Head, UBS Philanthropy Services, Switzerland

“UNIQUE AND AMAZING.”
HE FAN, ASSISTANT DIRECTOR, INSITUTE OF WORLD ECONOMY AND POLITICS, CHINESE ACADEMY OF SOCIAL SCIENCES
28 MARCH

DAY THREE

Al Gore, 2007 Nobel Laureate, former Vice President, of the United States

Abdul-Rehman Malik, Journalist, Q-News and Senior Project Manager, Radical Middle Way CIC

Pamela Hartigan, Founding Partner and Director, Volans Ventures

Kenneth Brecher, Executive Director, Sundance Institute

Vera Cordeiro, Founder and CEO, Associação Saúde Criança Renascer

Tralance Addy, Ph.D, President and CEO, WaterHealth International

Anthony Bugg-Levine, Managing Director, Rockefeller Foundation

David Bornstein, Author, Project Leader, The Solution Frame

Paul Collier, Professor of Economics, University of Oxford

Sophi Tranchell, Managing Director, Divine Chocolate

Jacqueline Novogratz, Founder and CEO, Acumen Fund

11.00 – 11.30 COFFEE BREAK

11.30 – 13.30 CLOSING PLENARY

OPENING REMARKS
Stephan Chambers, Chairman, Skoll Centre for Social Entrepreneurship

REFLECTIONS FROM A CROSS CULTURAL PIONEER
Paul Farmer, MD, PhD, Co-founder, Partners in Health

SOCIAL ENTREPRENEURSHIP AND THE BOTTOM BILLION: WHY THE POOREST COUNTRIES ARE FAILING AND WHAT CAN BE DONE ABOUT IT
Paul Collier, Professor of Economics, University of Oxford

MESSAGE FROM OUR 2007 NOBEL LAUREATE
Al Gore, 2007 Nobel Laureate, former Vice President, of the United States

CLOSING REMARKS
Sally Osberg, President and CEO, Skoll Foundation

SHORT FILM
“ENERGISING, INSPIRING AND A GREAT FORUM TO MEET LIKE-MINDED, INFLUENTIAL INDIVIDUALS.”

MARTA GARCIA ABADIA, CONSULTANT, UNLTD
“THE FORUM IS A GREAT WAY TO CONNECT WITH PEOPLE ALL ACROSS THE WORLD WHO ARE PART OF THIS POWERFUL NEW MOVEMENT – TO OVERCOME SOCIAL INERTIA AND CHANGE THE WORLD FOR THE BETTER. IT IS A WONDERFUL PLACE TO EXCHANGE IDEAS, BUILD PARTNERSHIPS AND MAKE NEW, LIKE-MINDED FRIENDS.”

ARTUR TAEVERE, FOUNDER AND DIRECTOR, THE CHARITIES FOUNDATION, ESTONIA

YOUR AT-A-GLANCE PROGRAMME

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<td>08.00 – 09.30</td>
<td>ORANGE PROGRAMME – SERIES OF SATELLITE MEETINGS HOSTED BY DELEGATES</td>
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<td>10.00 – 12.00</td>
<td>PARALLEL WORKSHOPS AND SESSIONS, INCLUDING THEME RELATED</td>
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<td>SESSIONS, CONSULTANCY CLINICS AND EVERGREEN SESSIONS DRIVEN BY</td>
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<td>SOCIAL ENTREPRENEURS</td>
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<td>CULTURE, CONTEXT AND SOCIAL CHANGE</td>
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<td>■ Empathy and Ethics: Drivers of Our Shifting Culture</td>
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<td>■ Women Culture and Social Change</td>
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<td>■ Innovation and Change in Government Culture</td>
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<td>■ The Internet, Mobile Technology and Cross-Cultural Communication</td>
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## THURSDAY 27 MARCH – DAY TWO

### 10.00 – 12.00
**EVERGREEN**
- Hybrid and For-Profit Business Models
- Strategic Partnerships between Multicultural Corporations and Social Entrepreneurs

### 12.00 – 14.00
**LUNCH / NETWORKING OPPORTUNITY**
*Said Business School, Entrance Hall / Social Networking Lounge*

### 12.30 – 13.45
**JAKE EBERTS**
*Said Business School, Nelson Mandela Lecture Theatre*
Short screening of ‘Oceans’ and discussion on climate change

### 14.00 – 16.00
**PARALLEL WORKSHOPS AND SESSIONS, INCLUDING THEME RELATED SESSIONS, CONSULTANCY CLINICS AND EVERGREEN SESSIONS DRIVEN BY SOCIAL ENTREPRENEURS**
*Said Business School*

- **CULTURE, CONTEXT AND SOCIAL CHANGE**
  - The Cultural Arts Industry, Innovation and Social Change
  - Culture and Conflict Resolution
  - Empathy as a Tool for Social Impact

- **EVERGREEN**
  - Mirror, Mirror on the Wall, What is the Impact of This All?
  - Addressing the Talent Gap
  - Effective Models for Partnership

### 17.30 – 19.30
**SKOLL AWARDS FOR SOCIAL ENTREPRENEURSHIP CEREMONY**
*Sheildonian Theatre*

### 19.45 – 21.00
**SKOLL AWARDS RECEPTION**
*Trinity College*

## FRIDAY 28 MARCH – DAY THREE

### 09.00 – 11.00
**PARALLEL WORKSHOPS AND SESSIONS, INCLUDING THEME RELATED SESSIONS, CONSULTANCY CLINICS AND EVERGREEN SESSIONS DRIVEN BY SOCIAL ENTREPRENEURS**
*Said Business School*

- **CULTURE, CONTEXT AND SOCIAL CHANGE**
  - The Challenges and Opportunities of Nationality, Nationalism and Cultural Identity
  - Storytelling in the Modern World

- **EVERGREEN**
  - Marketing that Matters
  - Replication and Scale
  - Growth Finance for Social Entrepreneurs

### 11.00 – 11.30
**COFFEE BREAK**

### 11.30 – 13.30
**CLOSING PLENARY**
*Said Business School, Nelson Mandela Lecture Theatre*

### 13.30 – 15.00
**LUNCH**
*Said Business School, Entrance Hall*

### 15.00
**CLOSE**
“AS I LEFT OXFORD, I FELT LIKE APPROACHING STRANGERS AND TELLING THEM HOW WE WERE GOING TO CHANGE THE WORLD!”

PHILIP MCNAMARA, INSPIRE NATION
THANKS

WE ARE GRATEFUL FOR THE SUPPORT OF:

TIME MAGAZINE
TIME is delighted to support the 2008 Skoll World Forum. TIME recognises the immense value of this event both to the social entrepreneurship community and to the international business community more broadly.

TIME has set the standard for leadership, authenticity and authoritative journalism since 1923. Analytical and insightful, lively and engaging, TIME remains the unequivocal leader among news magazines around the world.

SKOLL CENTRE AND SKOLL FOUNDATION PROGRAMMING TEAMS
Programme Leads
Samantha Beinhacker
Paula Kravitz
Liz Nelson
Programme Team
Stephan Chambers
Daniel Crisafulli
Lance Henderson
Sandy Herz
Julie Jacobs
Sarabjaya Kumar
Alex Nicholls
Laura Vais

WADHAM COLLEGE, KEBLE COLLEGE, DIVINITY HALL, EXETER COLLEGE, AND ELEGANT CUISINE
For excellent catering, hospitality and service.

TRINITY COLLEGE
Thanks for hosting receptions during the Forum. Thanks to County Marquees.

PSL AUDIO VISUAL SUPPORT
For excellent service and support.

DIARY DATE
Next year’s Skoll World Forum will take place from 25-27 March 2009. Please keep the dates in your diary!

GREEN FOOTPRINT
In an effort to minimise the impact on climate change the Skoll World Forum has offset the calculated carbon emissions for our event. We have donated this sum to the Clean Star Trust Plant a Biofuel Tree Campaign, India. The Cleanstar Trust has developed an innovative campaign to mobilize the rural poor in the fight against climate change. Learn more about CleanStar Trust at www.cleanstar.in/trust

BLOGGERS AND RAPPORTEURS
We are grateful to the following for acting and bloggers and rapporteurs during the Forum:

Bloggers from Haas Business School, University of California, Berkeley:
Mike Lee
Roxanne Miller
Omar Garriott

Bloggers from Said Business School, University of Oxford:
Lindsay Miller
Daniel Dickens
Nick Russell
Joseph McCarthy
Christie George
Romell Song
Mike Quinn
Katy Spencer
Ruthe Farmer
Daniel Seiderer

SAID BUSINESSS SCHOOL SUPPORT TEAMS
The conferencing, front-of-house, audiovisual, catering, finance, IT, and facilities teams for their essential support and help.

DESIGN AND MEDIA
Thanks to Society Media, One Ltd and Anthea Milnes for enthusiastic and effective press, communication, editorial, design and web support.

THE RHODES TRUST AND THE SHELDONIAN THEATRE
Thanks to the teams for their hospitality and help.
PARTNERS

For more information, visit www.skollworldforum.com

ABOUT THE SKOLL CENTRE FOR SOCIAL ENTREPRENEURSHIP
The Skoll Centre for Social Entrepreneurship was launched in 2003 at the Said Business School, Oxford University, to promote the advancement of social entrepreneurship worldwide. It was created with a donation of £4.44 million by the Skoll Foundation.

In addition to delivering innovative teaching programmes, the Skoll Centre has developed a portfolio of research which employs theory but that is also valuable to practitioners in the field.

The Centre acts as a network hub for social entrepreneurship, linking together key actors in the sector and contributing towards creating new and effective partnerships for sustainable social change. It engages in social innovation and aims to have a decisive influence on policy.

For more information, visit www.sbs.ox.ac.uk/skoll

ABOUT THE SKOLL FOUNDATION
The Skoll Foundation was created in 1999 by eBay’s first president, Jeff Skoll, to promote his vision of a more peaceful and prosperous world. Today the Skoll Foundation advances systemic change to benefit communities around the world by investing in, connecting and celebrating social entrepreneurs - individuals dedicated to innovative, bottom-up solutions that transform unequal and unjust social, environmental and economic systems.

The Skoll Awards for Social Entrepreneurship is the foundation’s flagship program. There are currently 50 organizations represented by 59 remarkable social entrepreneurs in the program, working individually and together across regions, countries and continents to evolve the field of social entrepreneurship into a global movement for social change. The Skoll Foundation connects social entrepreneurs and other partners in the field via an online community at www.socialedge.org, and through the annual Skoll World Forum on Social Entrepreneurship. The foundation also celebrates social entrepreneurs by telling their stories through partnerships with the PBS Foundation, the Sundance Institute and Public Radio International, with the goal of promoting large-scale public awareness of social entrepreneurship.

For more information, visit www.skollfoundation.org

THE SKOLL SCHOLARSHIPS FOR THE OXFORD MBA
The Skoll Scholarship is designed to give social entrepreneurs the knowledge, skills and networks they need to turn ideas into reality. And deepen their conviction for doing so.

To qualify, you need a proven track record and a clear vision for the impact the Oxford MBA can make to society.
The scholarship covers fees and a stipend for living costs. The application fee can be waived for candidates from developing economies.

For further information, visit www.sbs.ox.ac.uk/skoll