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SAID BUSINESS SCHOOL

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# THE 2008 SKOLL WORLD FORUM ON SOCIAL ENTREPRENEURSHIP

MARCH 26-28

**SKOLL CENTRE**  
FOR SOCIAL ENTREPRENEURSHIP

# "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.



**Jimmy Carter,**  
former President of the  
United States



**Annie Sundberg,**  
Filmmaker and writer,  
Break Thru Films



**Simon Zhao Lv,**  
Founder and CEO,  
Non-Profit Incubator  
(NPI) China

**“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 Saïd 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](http://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!

**social edge**





**Iman Bibars,**  
Vice President of  
Ashoka Global &  
Regional Director of  
Ashoka Arab World



**Tim Brown,**  
CEO and President,  
IDEO





**“STIMULATING. VERY  
EDUCATIVE. GAVE A NEW  
VALUE, MEANING AND  
URGENCY TO SOCIAL  
ENTREPRENEURSHIP.”**

**BUNKER ROY, DIRECTOR,  
THE BAREFOOT COLLEGE**



**Charles T. Harris III,**  
Executive Partner,  
SeaChange Capital  
Partners



**Beverly Crawford,**  
Professor, University  
of California, Berkeley



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



**Priya Haji,**  
CEO and Co-founder,  
World of Good, Inc.



**John Elkington,**  
Founder and Director,  
SustainAbility,  
Founding Partner  
and Director, Volans  
Ventures



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



**Chuck Slaughter,**  
Founder and  
President, Living  
Goods



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



**Sally Osberg,**  
President and CEO,  
Skoll Foundation

## 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.



**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



**Nafis 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**

*Saïd Business  
School Entrance  
Hall*

08.30 – 11.15  
WEDNESDAY 26 MARCH  
**MASTERCLASSES**

*Saïd Business School Seminar Rooms A and B*

**MASTERCLASSES**

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**

*Saïd 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](http://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**

WEDNESDAY 26 MARCH

**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**

*Keble College*  
Join Skoll Scholars, MBA students and delegates from across the globe for the first annual MBA-hosted social entrepreneurs' dinner at Keble College – a classic Oxford evening of dining and discussion.



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



**Phil Hope MP,**  
Parliamentary  
Secretary,  
Minister for the  
Third Sector

**10.00 – 12.00 CULTURE, CONTEXT AND SOCIAL CHANGE**

**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 Hammonds,** Team Leader, Ashoka

**Kirk O. Hanson,** Executive Director, The Markkula Center for Applied Ethics, Santa Clara University

**Jill Violet,** 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

**10.00 – 12.00 EVERGREEN**

**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.

**Tralance 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

**Sébastien 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.



**Mary Gordon,**  
Founder and  
President, Roots  
of Empathy



**David Gergen,**  
Director, John F.  
Kennedy School of  
Government, Harvard  
University



**Katrin Verclas,**  
Co-founder and Editor,  
MobileActive.org

### 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

12.00 – 14.00  
LUNCH /  
NETWORKING  
OPPORTUNITY

*Saïd Business  
School, Entrance  
Hall / Social  
Networking  
Lounge*

We regret that  
lunches can not  
be taken into the  
lecture theatres.

THURSDAY 27 MARCH

### 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

12.30 – 13.45  
LUNCH-TIME  
SESSION

*Nelson Mandela  
Lecture Theatre*

### PRESENTER:

**Jake Eberts,**  
Allied Filmmakers,  
Executive Producer,  
*Oceans*

Join this Oscar-winning producer to learn how film can be a vehicle for generating social change. Eberts will present a brief clip of the forthcoming film *Oceans*, and discuss how it can be used to heighten awareness and citizen partnership towards finding solutions for global climate change and other environmental and social problems.



**Tina Seelig,**  
Executive Director,  
Stanford Technology  
Ventures Program



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

**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 Baggio,** 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





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



**Jensine Larsen,**  
Founder, World  
Pulse



**Jonathan Hearn,**  
Senior Lecturer,  
Sociology and Director of  
Undergraduate Teaching,  
School of Social and  
Political Studies,  
University of Edinburgh

### 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.

### OPTION 6:

*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

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### 14.00 – 16.00 CONSULTANCY CLINICS

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#### OPTION 7:

*Edmond Safra Lecture Theatre*

##### CONSULTANCY CLINIC 3

**William Green,** Editor, TIME Europe

**Douglas Holt,** L'Oréal Professor of Marketing, Saïd Business School

**Maximilian Martin,** Global Head, UBS Philanthropy Services, Switzerland

**Dorothy Stoneman,** Founder and President, YouthBuild USA

#### OPTION 8:

*Seminar Room B*

##### CONSULTANCY CLINIC 4

**Liam Black,** Director, Wavelength

**Jim Fruchterman,** President and CEO, Benetech Initiative

**John Goldstein,** Managing Director, Imprint Capital Advisors

**Alex Nicholls,** Lecturer in Social Entrepreneurship, Skoll Centre for Social Entrepreneurship

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

### 17.30 – 19.30

SKOLL AWARDS  
FOR SOCIAL  
ENTREPRENEURSHIP  
CEREMONY

*Sheldonian  
Theatre*

KEYNOTES AND  
PRESENTATION  
OF AWARDS BY

**Jimmy Carter,**  
Former President,  
United States

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

**Sally Osberg,**  
President and  
CEO, Skoll  
Foundation

Short films by  
Michael Schwarz,  
Kikim Media

Musical  
performance  
Sonidos de la  
Tierra

### 19.45 – 21.00

SKOLL AWARDS  
RECEPTION

*Trinity College*



**Douglas Holt,**  
L'Oréal Professor  
of Marketing, Saïd  
Business School



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

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 Mosley,** Author, The Thingitself 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 Thru 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 organisation 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



**Father Michael Lapsley, SSM,**  
Director, Institute for  
Healing of Memories



**Dorothy Stoneman,**  
Founder and  
President,  
YouthBuild USA



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

## 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.

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 3:

*Seminar Room A*

#### CONSULTANCY CLINIC 5

**Brizio Biondi-Morra**, President, Avina

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

**Mari Kuraishi**, 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 Eibs Singer**, Co-Founder and Deputy Executive Director, E+Co

**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



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



**Kenneth Brecher,**  
Executive Director,  
Sundance Institute



**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



**Vera Cordeiro,**  
Founder and CEO,  
Associação Saúde  
Criança Renascer



**Anthony Bugg-  
Levine,** Managing  
Director, Rockefeller  
Foundation



**David Bornstein,**  
Author, Project  
Leader, The  
Solution Frame



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



**Sophi Tranchell,**  
Managing Director,  
Divine Chocolate



**Jacqueline  
Novogratz,**  
Founder and CEO,  
Acumen Fund



**Paul Collier,**  
Professor of  
Economics,  
University of Oxford

11.00 – 11.30  
COFFEE BREAK

11.30 – 13.30 **CLOSING PLENARY**

*Nelson Mandela Lecture Theatre*

**OPENING REMARKS**

**Stephan Chambers,** Chairman, Skoll Centre for  
Social Entrepreneurship

**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

**WORKING WITHIN CULTURES AND  
CONTEXTS – LESSONS LEARNED**

**David Bornstein,** Author, Project Leader,  
The Solution Frame

**Vicky Colbert,** Founder and Director, Escuela  
Nueva Foundation

**Rupert Howes,** CEO, Marine Stewardship Council

**Fiona Muchembere,** Programme Manager,  
Institutional Development, CAMFED International

**Jacqueline Novogratz,** Founder and CEO,  
Acumen Fund

**REFLECTIONS FROM A CROSS  
CULTURAL PIONEER**

**Paul Farmer, MD, PhD,** Co-founder, Partners  
in Health

**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**

13.30 – 15.00  
LUNCH

15.00  
CLOSE



**“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

### WEDNESDAY 26 MARCH – DAY ONE

08.00 – 15.30

#### REGISTRATION

*Saïd Business School, Entrance Hall*

08.30 – 11.15

#### MASTERCLASSES

*Saïd Business School, Common Room*

11.15 – 13.15

#### UNIVERSITY NETWORK FOR SOCIAL ENTREPRENEURSHIP PRE-FORUM SESSION

*Saïd Business School, Nelson Mandela Lecture Theatre*

16.30 – 18.30

#### OPENING PLENARY

*Sheldonian Theatre*

18.45 – 20.30

#### DRINKS RECEPTION FOR DELEGATES

*Trinity College*

20.00 – 22.00

#### STUDENT NETWORKING DINNERS

*Keble College*

### THURSDAY 27 MARCH – DAY TWO

08.00 – 09.30

#### ORANGE PROGRAMME – SERIES OF SATELLITE MEETINGS HOSTED BY DELEGATES

*Saïd Business School*

10.00 – 12.00

#### PARALLEL WORKSHOPS AND SESSIONS, INCLUDING THEME RELATED SESSIONS, CONSULTANCY CLINICS AND EVERGREEN SESSIONS DRIVEN BY SOCIAL ENTREPRENEURS

*Saïd Business School*

#### CULTURE, CONTEXT AND SOCIAL CHANGE

- Empathy and Ethics: Drivers of Our Shifting Culture
- Women Culture and Social Change
- Innovation and Change in Government Culture
- The Internet, Mobile Technology and Cross-Cultural Communication

**THURSDAY 27 MARCH – DAY TWO**

10.00 – 12.00

**EVERGREEN**

- Hybrid and For-Profit Business Models
- Strategic Partnerships between Multicultural Corporations and Social Entrepreneurs

**CONSULTANCY CLINICS**

12.00 – 14.00

**LUNCH / NETWORKING OPPORTUNITY***Saïd Business School, Entrance Hall / Social Networking Lounge*

12.30 – 13.45

**JAKE EBERTS**

*Saïd 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***Saïd 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

**CONSULTANCY CLINICS**

17.30 – 19.30

**SKOLL AWARDS FOR SOCIAL ENTREPRENEURSHIP CEREMONY***Sheldonian 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***Saïd 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

**CONSULTANCY CLINICS**

11.00 – 11.30

**COFFEE BREAK**

11.30 – 13.30

**CLOSING PLENARY***Saïd Business School, Nelson Mandela Lecture Theatre*

13.30 – 15.00

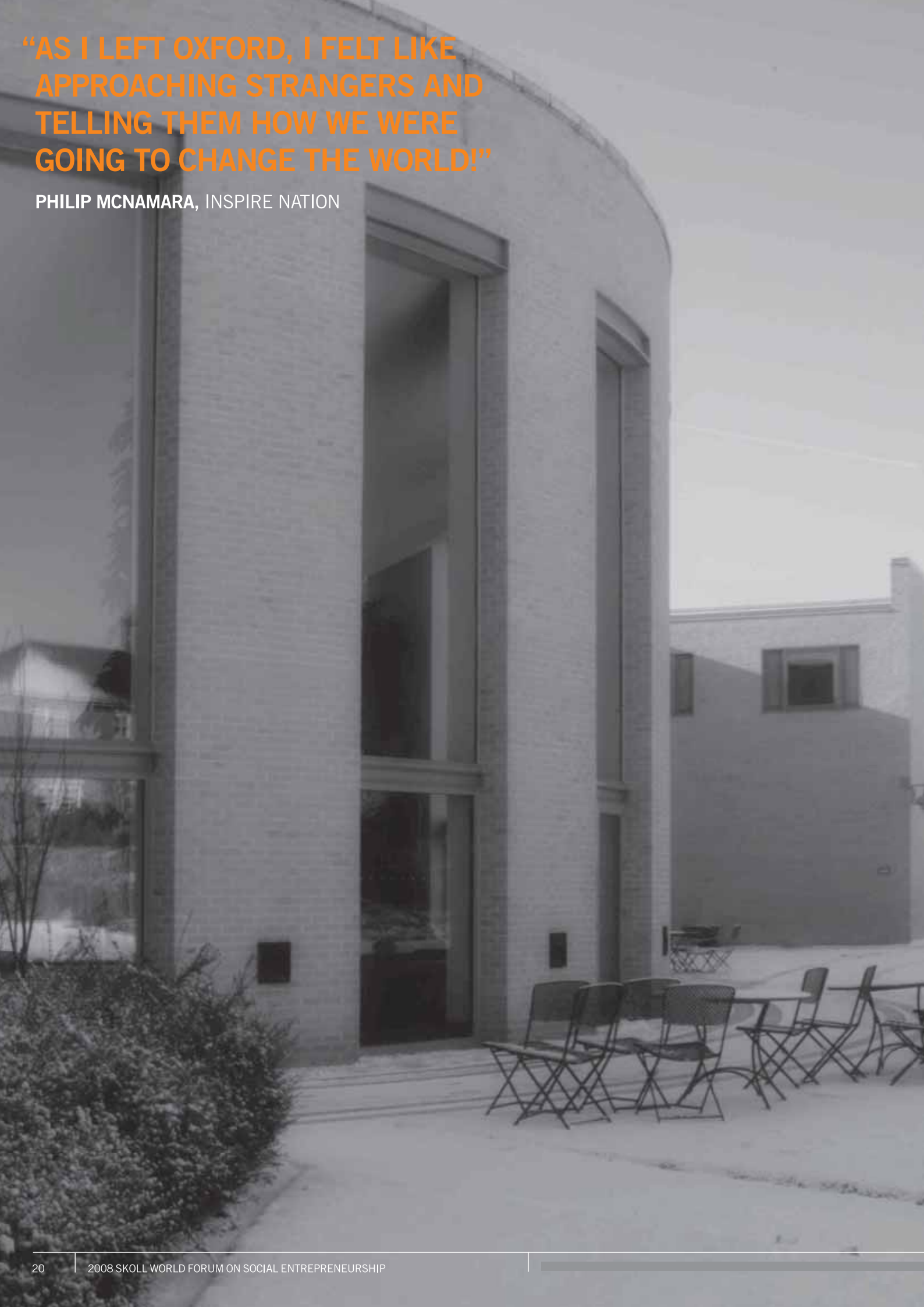
**LUNCH***Saïd Business School, Entrance Hall*

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.



### BLOGGERS AND RAPORTEURS

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 Saïd 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

### SKOLL CENTRE AND SKOLL FOUNDATION PROGRAMMING TEAMS

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Samantha Beinhacker  
Paula Kravitz  
Liz Nelson

#### Programming Team

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Lance Henderson  
Sandy Herz  
Julie Jacobs  
Sarabajaya Kumar  
Alex Nicholls  
Laura Vais

### THE 2008 SKOLL WORLD FORUM PRODUCTION TEAM

Kelly Creeden  
Phil Collis  
Andria de Witt  
Pippa Hichens  
Paula Kravitz  
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#### Logistics Lead

Heather Mason - A Caspian Production

#### Logistics Team

Annalise Ahlstrom  
Sara Ahlstrom  
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Andrea Sigars

Maire McCarthy (Creative Production Management) and the 'orange' stewarding team Partytecture

### SAID BUSINESS SCHOOL SUPPORT TEAMS

The conferencing, front-of-house, audio visual, 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.

### 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](http://www.cleanstar.in/trust)



We have made every effort to use recycled materials, packaging, and FSC printing companies, and ethically sourced products. Where possible we have eliminated hard copy materials.

### TALISMAN

For high quality, environmentally friendly printing and excellent service.

### STOCK

The 2008 Skoll World Forum Programmes are printed on FSC certified environmentally friendly paper.

# “THE SKOLL WORLD FORUM WAS A CUTTING-EDGE, INTERNATIONAL EVENT THAT RE-ENERGIZED ME TO CONTINUE MY PURSUIT AS A SOCIAL ENTREPRENEUR.”

HEIDI KUHN, ROOTS OF PEACE

## PARTNERS

The Skoll World Forum is a co-production of the Skoll Centre for Social Entrepreneurship at the Saïd Business School, University of Oxford, and the Skoll Foundation, Palo Alto, California.

For more information, visit [www.skollworldforum.com](http://www.skollworldforum.com)

## ABOUT THE SKOLL CENTRE FOR SOCIAL ENTREPRENEURSHIP

The Skoll Centre for Social Entrepreneurship was launched in 2003 at the Saïd 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](http://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](http://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](http://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](http://www.sbs.ox.ac.uk/skoll)

# FIRST FLOOR



# GROUND FLOOR



<b>A</b>	Seminar Room A	<b>8</b>	Boardroom
<b>B</b>	Seminar Room B	<b>9</b>	Social Networking Lounge
<b>1</b>	Nelson Mandela Lecture Theatre		Seminar Rooms 2–3
<b>2</b>	Edmond Safra Lecture Theatre		Seminar Rooms 4–7 & 9–12
<b>3</b>	Rhodes Trust Lecture Theatre	<b>T</b>	Toilet
<b>4</b>	Lecture Theatre 4	<b>www</b>	Internet access
<b>5</b>	Lecture Theatre 5		Preferred route
<b>6</b>	Andrew Cormack Seminar Room	<b>SH</b>	Skoll Helpdesk
<b>7</b>	Entrance Hall	<b>MH</b>	Media Helpdesk



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