HORIZONTAL MEDIA: The New Influencers
1400-1530 THURSDAY
SEMINAR ROOM A
SoLoMo, or so what? We look at how social, local and mobile is – and is not – morphing media. What will citizen journalists do next? Must you think local to be global? Is mobile the only way to reach, and change the minds, of millions? Does this mash-up of referrals and reportage herald a new world-changing era?

NEW MODERATOR
David Bornstein, Author, Fixes Column, New York Times; Founder, Solutions Journalism Network

PEAKERS
Satnam Matharu, Director of International Relations, Al Jazeera Network
Kinyes Wilson, Executive Vice President and Chief Content Officer, National Public Radio
Yvette Albedingik Thijm, Executive Director, WITNESS

CONNECT & COLLABORATE 1:

1730-1900 THURSDAY
Officer of global strategic branding firm, Siegel & Gale.

NOAH MANDUKE
Israeli Director
EcoPeace / Friends of the Earth Middle East

GIDON BROMBERG
Head of Procurement, Commodities – Zone EUR
Nestlé

GARY MILSTED
Former President of management triages opportunities and works with key partners to advance the aims of EcoPeace / Friends of the Earth Middle East (Fo ME). Fo ME brings together Jordanian, Palestinian and Israeli environmentalists to promote sustainable development and advance ME peace efforts. Fo ME’s three co-directors were honoured by TIME Magazine, the Skoll Award, Euro-Med Award and the Aristotle Onassis Prize. Noah has written extensively on the relationship between water and Middle East peace. He is an attorney by profession and alumni of Yale University’s World Fellows programme.

Gary Milsted is head of Procurement, Commodities – Zone EUR at Nestlé. In his former role, Gary was responsible for coordinating Coffee Purchases for the Nestlé Group and supporting the Nestlé Plan with the objective of delivering sustainable sourcing for Green Coffee within Nestlé. He has a long history with the company, having worked for Nestlé Australia, Nestlé UK & Nestec Ltd.

DANCING WITH ELEPHANTS: INFLUENCING EDUCATION SYSTEMS IN A WORLD IN FLUX

JOHN MERRIS-COOTS
Director, California Career Resource Network
California Department of Education

John Merris-Coots is the Director of the California Career Resource Network (CaCaRN) programme within the California Department of Education. CaCaRN provides career information, resources and training materials to California’s middle school and high school students, parents, counselors, educators and administrators. He has spent the past 19 years providing professional development training and resources to California educators while working for the Sacramento County Office of Education and the California Department of Education.

SUSTAINABLE CAPITALISM: INTEGRATING SUSTAINABILITY FROM THE COPY ROOM TO THE BOARD ROOM

YUSUF RANDERA-REES
CEO
Awethu Project

Yusuf Randera-Rees was born in South Africa and studied at Harvard and as a Rhodes Scholar at the University of Oxford. Struck by the number of poor South Africans with entrepreneurial flair yet hindered by lack of formal training and resources, Yusuf set up the Awethu Project, which identifies and develops high-potential young entrepreneurs and invests in businesses alongside them. The goal is to replicate this model across Africa, creating a generation of entrepreneurial leaders from poor backgrounds to drive the continent’s development. Yusuf was selected as an Echoing Green Fellow in 2011.

DANCING WITH ELEPHANTS: INFLUENCING EDUCATION SYSTEMS IN A WORLD IN FLUX

FRIDAY 0900-1030
LECTURE THEATRE 4

Education is one of the sectors most impervious to change, as evidenced by continued reliance on outdated curricula, teaching methods and administrative processes. Yet helping today’s youth develop new ways of thinking and relevant skills has never been more urgently required, given complex and accelerating local and global challenges.

MODERATOR
Debra Dunn, Consulting Associate Professor, Stanford University d.school

SPEAKERS
Mike Barry, Head of Sustainable Business, Marks and Spencer plc
Roberto Artavia, CEO, Social Progress Initiative
James Cameron, Founder and Executive Vice Chairman, Climate Change Capital
Gary Milsted, Head of Procurement, Commodities – Zone EUR, Nestlé

SUSTAINABLE CAPITALISM: INTEGRATING SUSTAINABILITY FROM THE COPY ROOM TO THE BOARD ROOM

FRIDAY 1115-1230 AND 1330-1445
LECTURE THEATRE 4

Proven practitioners of Smaller, cheaper, faster and better? Join us to discuss how the needs of emerging market customers are put squarely in the centre to develop innovative new products and services. Proven practitioners of this approach will kick-start the discussion by highlighting how they went about designing, marketing and disseminating their innovations.

FACILITATOR
James Koch, Executive Director, Global Social Benefit Incubator

CONTRIBUTORS
Lesley Silverthorn, Co-founder and CEO, Agiza Design, Inc.
Shona McDonald, Director, Shonaquip
Marc Koska, Founder, The SafePoint Trust
Naganand Murty, Co-founder and President, Technologies, Embrace

NEW CONTRIBUTOR
Yusuf Randera-Rees, CEO, Awethu Project

1530-1700 FRIDAY
CLOSING PLENARY

Yusuf Randera-Rees, Co-founder and President, Technologies, Embrace

Panelists went about designing, marketing and disseminating their innovations.

SPEAKERS
David Bornstein, Author, Fixes Column, New York Times; Founder, Solutions Journalism Network
Noah Manduke, Israeli Director, EcoPeace / Friends of the Earth Middle East
Gidon Bromberg, Israeli Director, EcoPeace / Friends of the Earth Middle East
Gary Milsted, Head of Procurement, Commodities – Zone EUR, Nestlé
John Merris-Coots, Director, California Career Resource Network, California Department of Education

NOAH MANDUKE
Chief Strategy Officer
Jeff Skoll Group

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David Bornstein is co-author of the popular Fixes column in The New York Times, Founder of Dowser.org, a media site that reports on social problem solving, and Founder of the soon-to-be-launched Solutions Journalism Network, supporting journalists who report critically about social innovation. His books include How to Change the World: Social Entrepreneurs and the Power of New Ideas. “a bible in the field”, according to Nicholas D. Kristof. David’s forthcoming book will highlight key patterns in social change in the U.S. and Canada.

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SKOLL, CISCO AND YOU: Can Networks Unlock the Barriers to Large Scale Change?

WEDNESDAY, MARCH 28 - FRIDAY, MARCH 30
THE COLAB ROOM, SEMINAR ROOMS 12-13
SAID BUSINESS SCHOOL

Collaborative action is an essential driver of large scale change – but the barriers are daunting. Skoll and Cisco have launched a partnership to explore how to use human and technology networks to unlock these barriers, and create the conditions for large scale change.

Join us and your fellow social innovators in the CoLab Room throughout the Forum as we begin to explore through hands-on, interactive design, discussions and demonstrations – so we can then work together beyond the forum to co-create a solution.