



PROMOTION DE L'ENTREPRENEURIAT SOCIAL EN EUROPE

PROMOTING SOCIAL ENTREPRENEURSHIP IN EUROPE

Ensemble pour une nouvelle croissance
Acte pour le marché unique



Single Market Act
Together for new growth
Programme

Bruxelles, vendredi 18 novembre 2011
Brussels, Friday 18 November 2011

Charlemagne Building - 170 rue de la Loi - 1000 Bruxelles
Meeting Room Alcide de Gasperi



European Commission



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08:15 – 09:00 *Registration and Welcome Coffee*

MORNING MODERATOR
Paul Adamson, Editor-in-Chief of E!Sharp

09:00 – 09:10 Opening remarks:
Michel Barnier, European Commissioner for Internal Market & Services

09:10 – 09:25 Opening keynote speech by the Polish Presidency:
Grażyna Henclewska, Undersecretary of State in the Ministry of Economy

09:25 – 10:45 **Session 1: How to make entrepreneurship work with social innovation?**

09:25 – 09:40 Keynote speech: Muhammad Yunus, Founder of Grameen Bank (Bangladesh), Nobel Peace Prize 2006

09:40 – 10:45 Panellists:

- László Andor, European Commissioner for Employment, Social Affairs & Inclusion
- Staffan Nilsson, Chairman of the European Economic & Social Committee
- Marc Tarabella, European Parliament, Co-Chair of the intergroup Social Economy
- Sergio Arzeni, Director of OECD Centre for Entrepreneurship, SMEs and Local Development (CFE) and Head of LEED Programme
- Jean-Daniel Muller, Director General of Groupe associatif Siel Bleu (FR)

10:45 - 11:15 *Networking coffee break*

11:15 – 12:45 **Session 2: How to design an appropriate financial framework for social entrepreneurship in the European Union?**

11:15 – 11:35 Keynote speech: Ole Sohn, Minister for Business and Growth of Denmark

11:35 – 12:45 Panellists:

- Nadia Calviño, Deputy Director-General, DG Internal Market and Services, European Commission
- Sven Giegold, European Parliament, Member of the ECON Committee and Rapporteur for UCITS
- Richard Pelly, CEO of the European Investment Fund
- Sir Ronald Cohen, Co-founder and Chair of Bridges Ventures and Chair of Big Society Capital Ltd (UK)
- Boris Marte, Member of the Board and Managing Director of the Erste Foundation (AT)

12:45 – 13:00 Keynote speech: José Manuel Barroso, President of the European Commission

13:00 – 14:30 *Networking standing buffet lunch*

AFTERNOON MODERATOR
Amid Faljaoui, Director of magazines at Roularta Media Group



14:30 – 16:00 **Session 3: How to promote social entrepreneurship, ensure better capacity building and foster entrepreneurs' education?**

14:30 – 14:50 Keynote speech: Nick Hurd, Minister for Civil Society of the United Kingdom

14:30 – 16:00 Panellists:

- Heinz Zourek, Director-General, DG Enterprise and Industry, European Commission
- Pervenche Berès, European Parliament, Chair of the Employment & Social Affairs Committee
- Conny Reuter, President of Social Platform and Secretary General of Solidar
- Caroline Casey, Founder of Kanchi and Ashoka fellow (IE)
- Mirjam Schöning, Senior Director and Head of the Schwab Foundation for Social Entrepreneurship (CH)

16:00 – 16:30 *Networking coffee break*

16:30 – 18:00 **Session 4: How to develop an adequate regulatory & economic framework for socially-driven ventures?**

16:30 – 16:50 Keynote speech: Jaloul Ayed, Minister for Finance of Tunisia

16:50 – 18:00 Panellists:

- Gert-Jan Koopman, Deputy Director-General, DG Competition, European Commission
- Maria Nowak, Chair of ADIE International (FR)
- Hugues Sibille, Vice-President of Crédit Coopératif, Vice-President of Mouvement des Entrepreneurs Sociaux, President of AVISE (FR)
- Martina Romanello, Manager of Gioco, Musica e Parole and Member of Euclid Network (IT)
- Felix Oldenburg, Director of Ashoka Europe (DE)

18:00 – 18:15 Closing speech: László Andor, European Commissioner for Employment, Social Affairs & Inclusion

Dedicated website for the Social Business Initiative: http://ec.europa.eu/internal_market/social_business/index_en.htm
The conference will be web streamed at: <http://webcast.ec.europa.eu/eutv/portal/index.html>

The internal market is based on a «highly competitive social market economy», which reflects the trend towards inclusive, socially fairer and environmentally sustainable growth. New business models are being used, in which these societal concerns are taking precedence over the exclusive objective of financial profit. This trend must be reflected in the EU Single Market. A level playing field must be ensured and initiatives, which introduce more fairness in the economy and contribute to the fight against social exclusion, should be supported.

With its roots in the local environment and the mission it follows, social entrepreneurship helps to strengthen the real economy, while contributing to social cohesion, employment and the reduction of geographical imbalances.

The objective of this conference is to discuss the way to design an adequate policy-making to help develop social entrepreneurship in the European Union and thus materialise the Commission commitment taken under the Single Market Act on 13 April 2011 (with a special focus on lever 8: social entrepreneurship). The basis for discussion will be the Social Business Initiative («SBI»), which was adopted by the Commission on 25 October, part of a global package aiming at making the European enterprises more responsible. This SBI puts forward proposals to build the right ecosystem for social entrepreneurship in Europe.