



SOCIAL ENTREPRENEURSHIP : WHAT FUTURE ?

April 8th & 9th - Santiago

" Charity Wine & Cheese for the NGO's Puntos Corazon on April 9th "



PRESENTATION

A 2 day event at Cultural Center CASA CHILOTA,
García Reyes N°596 – Barrio Yungay – Santiago Centro
- Metro Cumming
April 8 & 9 2014

*A Charity "Wine & Cheese" for the NGO's Puntos Corazon
Is organized April 9th*

Social entrepreneurship is a fast growing field enabling entrepreneurial principles to solve social and environmental problems. Around the world individuals and organizations enhance meaningful and sustainable change.

In our view, social entrepreneurship is a trend including innovative and evolving business such as microfinance, microenterprise, bottom-of-the-pyramid markets, fair trade, etc.

Main actors of social entrepreneurship in Chile do identify as emerging concepts, innovative teaching methods, networks, and what the perspective of social Entrepreneurship in Chile. They will also help you to define and clarify what social entrepreneurship means, how it is practiced and , what you can do to be part of this move.

The conferences will enlight how a young generation of decision-makers is exploring and developing innovative approaches and new business models to address the world's most critical challenges.

The event's ambition

To encourage better solutions to the world's most pressing social problems. We aspire to convene an event in Chile that:

- ▶ Showcases cutting edge ideas, trends, and people in social enterprise
- ▶ Connects aspiring and experienced social entrepreneurs with networks and partnerships to accelerate social change
- ▶ Challenges, strengthens, and advances social entrepreneurship in Chile



What you'll get

- ▶ An overall understanding of the social entrepreneurship ecosystem in Chile
- ▶ New models of organizations, education and business models used to create social change
- ▶ Opportunities and challenges for social entrepreneurship's future

Who this conference is dedicated to

- ▶ Anyone who wants to learn more about social entrepreneurship trends in Chile and their application to generate worldwide social change
- ▶ **Organization or business who already** have a project in mind, they'll discover how other change makers have brought their ideas to life
- ▶ Anyone who wants to become part of a community using entrepreneurship as a vehicle for creating bold, innovative social impact



PROGRAM

A 2 days event enabling to discover recent trends and social entrepreneurship's future in Chile.

8th April, 2014

Place : Cultural center CASA CHILOTA, García Reyes N°596
– Barrio Yungay – Santiago Centro- Metro Cumming

- 15:00 – 15:30 **Opening and presentation of the event**
Pierre Le Goff and Paula Trujillo , Spotrotter
Definition of Social Entrepreneurship
- 15:30 – 17:30 **Social entrepreneurship : training and experience**
Juan Gómez, Director de Corporación Chiloé
Eugenio Vergara S. Emprendedor social & Co-fundador- Director de la ONG CDI
Francine Brossard, Economista Agrícola, Especialista en TIC en medio rural

9th April, 2014

Place : Cultural center CASA CHILOTA, García Reyes N°596
– Barrio Yungay – Santiago Centro- Metro Cumming

- 10:00 – 12:00 **Testimonials of social entrepreneurs**
- 15:00 – 16:30 **Workshops with social entrepreneurs of Start-up Chile and award ceremony**
Introducion, Sophie Vurpillot, Executive Director & Co-founder of Planet Expat, Ambassador of the World Entrepreneurship Forum in Chile, she organized the Junior World Entrepreneurship Forum (JWEF)
Presentation experience Jan Swanberg founder RahRah4Good social entreprise
Presentation experience Global-Nomad.org, Christian Perez Navarro, Director executive Global-Nomad.org
- Presentation: video and in-person**
Kevin Ahearn Co-Founder, CTO of Bureo Skateboards.
Sean Armstrong co-founder at Tuloko.
Devin Baptiste Founder of GroupRaise.com
Aspasia Kml co-founder at Reciclata.
John Lambie is the founder of Dextr
Siva Rajendran founder at Totus power
- Award ceremony social entrepreneurship prize**

9th April, 2014

Place : Cultural center CASA CHILOTA, García Reyes N°596
– Barrio Yungay – Santiago Centro- Metro Cumming

**Conferences with key note speakers and “Charity Wine & Cheese”
Donation’s contribution \$10 000 for Puntos Corazon NGO.**

- 17:30 **Introduction**
- 18:00 1° Round table discussion
Education, today & tomorrow, for Social entrepreneurship in Chile?
Leslie Forman, professora Social Entrepreneurship
Stephan de la Pena, emprendedor social, consultor y educador
Padre Hodge, professor de doctrina social de la Iglesia y de moral social a la Universidad Catolica de Santiago
Marcela Ballara, Senior International Consultant on Gender Disaster Risk Reduction and Climate Change
- 18:45 2° Round table discussion
Recent trends, controversies and perspectives
Francine Brossard, Agricultural Economist
Eugenio Vergara S. Social entrepreneur & Co-founder- Director NGO CDI
Nouss Bih, Responsable social Network Makesense in Chile
Juan Alejandro Contreras Livicoy, MD and founder RetiDiag
Carolina Carrasco, Inter American Development Bank (IDB)
- Conclusion of round tables : Jorge Antonio Veas Palma**
- 19:30 – 19:45 **Closing speech**
- **Jorge Leiva Lavalle, former Minister of economy of Chile**
- 19:45 – 22:00 - Presentation Puntos Corazon NGO
- blessing of Start-ups and entrepreneurs
- **Charity Wine & Cheese for the Puntos Corazon NGO**

Hope to see you there!

Spotrotter team

Contact : contact@spotrotter.com

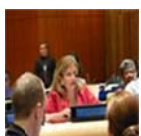
Tel :+569 98411207

SPEAKERS



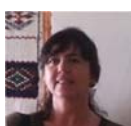
Nouss Bih

Nouss is French and works in the field of investment banking in Chile, on issues related to international trade. She holds a Master in Management from ESCP Europe Business School in Paris, with a focus on Finance and Economics. She is at the origin of the hotspot “makesense” in Chile, a global network that seeks to promote social entrepreneurs helping them to solve their challenges through creative workshops. She was also volunteer at the Social Investment Fund (FIS), the first line of social impact in Chile.



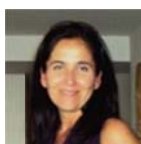
Marcela Ballara

Senior International Consultant on Gender Disaster Risk Reduction and Climate Change. Food and Agriculture Organization of the United Nations (FAO) International Council for Adult Education, ICAE



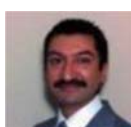
Francine Brossard

Agricultural Economist, University of Chile, initially working in FAO-UN ECLAC Agricultural Division Joint. Then enter the Ministry of Agriculture of Chile (MINAGRI) to assist the creation of the Foundation for Agrarian Innovation (FIA). Develops important projects for the Ministry : the creation of the National Commission for Equal Opportunities, the Bureau of Rural Information Technology and Communication (ICT Mesa rural) agriculture, forestry Information Network of Chile (REDAGROCHILE) and the creation of the first agricultural virtual communities Chile (YOAGRICULTOR project). She currently is an international consultant for the Rural ICT World Bank, FAO, IICA and ECLAC, advising various countries in Latin America and Africa.



Carolina Carrasco

Multilateral Investment Fund Specialist at Inter American Development Bank (IDB)



Juan Alejandro Contreras Levicoy

Founder and CEO of RetiDiag. Physician and PhD in Biomedical Sciences. RetiDiag allows primary health care centers to screen diabetic patients at high risk of blindness at a low cost.



Leslie Forman

Teacher, Social Entrepreneurship & Leadership, Universidad del Desarrollo. Born and raised in California, Leslie Forman considers herself a global citizen. She started her career in China, and now live and work in Chile, where she teach university courses on social entrepreneurship and innovation, lead workshops for universities and companies, translate bilingual events (English/Spanish), and collaborate with entrepreneurs to transform technical presentations into memorable experiences.

Her qualifications include a Diplomado en Creatividad e Innovación desde el Diseño, la Ingeniería y los Negocios from the design school of Chile's top-ranked university and a B.A. in Latin American Studies from the University of California, Berkeley.



Denis Gallet

Denis Gallet lives in Chile for nearly 20 years, He is the founder of Desafio Humanidad (www.desafio.cl) who inculcates social value to business leaders. He was the president of the foundation Contigo specialized in Microcredit in Chile. He also set up with Muhammad Yunus (Nobel Peace Prize) and key personalities, the Microcredit Summit of the Americas ([www . microcreditsummit.org](http://www.microcreditsummit.org)) in 2005.



Juan Gómez

Director "Corporación Chiloé". It is an NGO founded in 1961, one year after the biggest earthquake ever registred in the south of Chile. It was founded by the sons of Chiloé with the aim of help the people that has to come to Santiago to study or for medical reasons and don´t have enough money for pay an accomodation. The people lives in the "Casa Chilota", wich is financed with the support of the members, municipalities from Chiloe, friends and a monthly gastronomic event with typical food from Chiloe



Father Cristian Hodge

Father Cristian Hodge has been a priest in the diocese of Santiago for 15 years and is vicary in the parish of Santa Clara. Before entering the seminary he studied Business at the university. He is now professor at the Catholic University of Santiago and teaches Social Doctrine of the Church and social morality (with a special focus on the contributions of Father Alberto Hurtado); he also is doing a master's degree in theology. He is interested in a more human view of the economy and recently wrote an article in the journal "Theology and Life" entitled "Expanding Economic Theory, economic rationality and ethics in light of Caritas in veritate"



Jorge Leiva Lavalle, former Minister of economy of Chile

Laurent Pavec



Padre Laurent Pavec is at the head of the NGO "Puntos Corazon" for Latin America (<http://chile.puntoscorazon.org>)

He started his with the NGO in Colombia in 1992. He was ordained in 2001 in Argentina where he lived 8 years and was responsible of Puntos Corazón Argentina. He arrived in Santiago in January 2009. Since then he is in charge of the NGO for Chile, Peru and Ecuador.



Stephan de la Peña

Social entrepreneur, consultant and educator. He co-founded SEEN International to improve social entrepreneurship education. Seen currently offers transformative courses in Germany, Brazil and Chile. With his first social impact business, Fairlink he leverages globalization opportunities for underemployed university graduates in developing countries. Stephan won fellowships with Startup Chile, the Social Impact Lab, Profund and the Robert Bosch Foundation. He worked as a facilitator and consultant at the Universidad de Chile to realize NESIS (Nodos de Educación Superior para la Innovación Social), taught Social Entrepreneurship at the Free University Berlin and worked at the Peace Research Institute Frankfurt. He studied at the London Schools of Economics and Frankfurt Goethe Universitaet.



Filipe Ribeiro

Former Director-General of the Paris-based international NGO "Médecins Sans Frontières" (known in Spanish as Medicos sin fronteras and in English as Doctors without Borders), he has 15 years' experience in humanitarian action. Before joining MSF he was for 6 years Head of Operations at Mondial Assistance in Paris, this department was mainly in charge of medical assistance to travelers worldwide.



Jan Swanberg

Jan Swanberg, Stanford MBA, has run her own Marketing Consulting practice in Silicon Valley for over 25 years. She specializes in bringing the voice of the customer into the product development process and marketing products for children of all ages. Her favorite projects include developing the Hooked on Phonics brand, LeapFrog, and preschool software based on Richard Scarry characters. Jan lived and worked in West Africa as a Business Coach for small and medium enterprises in 2013 with the Stanford SEED program. She is currently developing a social enterprise, RahRah4Good, as part of the Startup Chile program.



Jorge Antonio Veas Palma

Sociologist, University of Chile. Professional with over 20 years experience in the area of community involvement from various private and public entities, with different methodologies, in varying political circumstances. Extensive experience in the design, implementation, monitoring and evaluation of social programs. Work experience focused on supporting economically disadvantaged social groups in popular subjects like economics, human rights, labor laws and alternative communication. He currently serves as Professor of Sociology and Latin American Regional and Local Development.



Eugenio Vergara S.

Emprendedor Social and CoFundador-Director ONG CDI (www.cdichile.org) Emprendedor Social, acercando las TICs a sectores vulnerados y rurales del país desde 1998.

Experiencia en la articulación de los 3 sectores: Sociedad Civil, Empresa y Estado. Desarrollo de programas de Responsabilidad Social Empresarial RSE: Pymes y Multinacionales. Trabajo con organizaciones y comunidades en terreno. Administración y Fundraising para diversos programas y proyectos. Pedagogía Social: Capacitación de Equipos de Trabajo.



Sophie Vurpillot

Executive Director & Co-founder of Planet Expat a company that connect talented students and recent graduates from with innovative young companies for an enriching, international professional experience. Ambassador of the World Entrepreneurship Forum in Chile, she organized the Junior World Entrepreneurship Forum (JWEF) of Chile on September 2013 in Santiago. This event was elected by the Chilean government as "one of the most important events of the Year of Innovation"!

Testimonials entrepreneurs of "Fair-Startups"



Kevin Ahearn Co-Founder, CTO of **Bureo Skateboards**. Bureo Skateboards designs and manufactures a line of sustainable skateboards, utilizing the growing amount of recyclable plastic waste from Chilean communities and coastlines. By offering recycled high-quality products, Bureo enables ethically conscious consumers to support and encourage recycling development and job growth for local inhabitants in Chile.



Sean Armstrong co-founder at **Tuloko**. Tuloko 'curates' business information for minorities and female business owners (M/WBE). It helps connecting consumers, large corporations, government agencies, and educational institutions with historically underutilized businesses (HUBs). They are a Yelp (B2C side) and Angie's list/E lance (B2B side) for minorities and women who own businesses.



Devin Baptiste Founder of **GroupRaise.com**. GroupRaise Meals are fundraisers through local restaurant donating a percentage of their meal to a charitable cause. Meals are organized, found, and marketed online from 20 to more than 200 dinners. The organization process, which could take weeks or was too difficult get organized, now takes minutes on GroupRaise.com.



Aspasia Kml co-founder at **Reciclata**. Reciclata changes the way recycling works, by providing incentives for consumers to recycle. It brings the recycling facility closer to the recycler and offers financial motivation. It create a marketplace between collectors and recyclers which will be facilitated by a rewards system and game mechanics.



John Lambie is the founder of **Dextr**. Dextr is a faster, simpler, smarter text entry solution for the 5-billion strong mobile-only generation. Used for smartphones and tablets, it combines finger-friendly usability and advanced text prediction with an alphabetically organized keyboard. These innovations make it faster to learn, easier to use, and simpler to master than any other keyboard.



Siva Rajendran founder at Totus power. Totus Power sells battery-based power packs to schools in the developing world. "Jupiter 6" is a never before done portable, with a modular & powerful battery based power pack specifically designed to power classroom equipment in the developing world. Reusing 'used' Li-Ion batteries from electric vehicles the product solves this problem with a power pack 10X cheaper & 6X more powerful than market alternatives. Designed like Legos, the schools can buy as much or as little capacity as they can afford.

PARTNERS

ST>RT-UPCHILE

START-UP CHILE is a program from the Chilean Government that seeks to attract early stage, high-potential entrepreneurs. It seeks to transform Chile in the innovation/entrepreneurial hub of Latin America, and to foster cultural change. +800 startups from +60 different countries have joined the program which has spurred a global movement towards entrepreneurship and innovation that is flourishing and connecting Chile to the world in ways never conceived. <http://startupchile.org>



"Puntos Corazon" is a catholic international NGO, founded in France in 1990 and operates in 23 countries. "Puntos Corazon" mission is to train and send young volunteers to live for 1 or 2 years in the center of a deprived area, to be friend of the lonely and isolated people through a personal one-to-one compassionate approach. They work with the poor, the most wounded and rejected people in the world. They generate and promote a "culture of compassion" which affirms the intrinsic value of every person at all levels of the society through various initiatives in the corporate, political, scientific and artistic spheres.

More info : <http://chile.puntoscrazon.org/>



Banco Santander is a global, multinational bank, the largest bank in the eurozone and one of the thirteen leading banks in the world in terms of market capitalization. For Banco Santander, being sustainable implies doing business and, at the same time, contributing to the economic and social progress of the communities where it is present, taking into account its environmental impact while fostering stable relationships with its main stakeholders. Santander, in line with its collaboration with Universities, is developing support programmes for the most disadvantaged communities and groups.

SPONSORS



ORGANIZERS



SPOTROTTER
By Zenkeri technology

Organization Team

Jean-Louis Laporte - Pierre Le Goff - Filipe Ribeiro - Paula Trujillo

About Spotrotter

Spotrotter develops innovative mobile solutions for sharing information wirelessly locally without a network or Internet connection. Thanks to its technology Spotrotter can offer universal access to local information and knowledge at no cost to global citizens. Spotrotter is in the Start-up Chile program - www.spotrotter.com

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More Infos :

English website : www.TheSocialEventChile2014.com

Spanish website : <https://welcu.com/events/spotrotter>