

P R O G R A M M  
**VISION SUMMIT 2008**  
MIT ENTREPRENEURSHIP WORKSHOP

## **SOCIAL BUSINESS – “JUST TRY IT!”**

**Von Charity zu Sozialunternehmen – Ein Paradigmenwechsel für verantwortungsbewusste Wirtschaft und engagierte Zivilgesellschaft**

**1./2. November 2008 – Berlin  
Freie Universität Berlin, Henry Ford Bau  
Garystr. 35-37, 14195 Berlin**

### **Focus**

The VISION SUMMIT 2008 is dedicated to the subject "Social Business". Prof. Muhammad Yunus, founder of the micro credit bank Grameen, released this new worldwide pulse for an intelligent and successful connection between economy and the solution of social problems right after receiving the Nobel Peace Prize. More and more experts recognize this as a paradigm shift that is able to revolutionize economy and civil society alike.

The VISION SUMMIT 2008 is about

- Getting to know especially successful "Social Businesses".
- Understanding the new chances offered by the "Social Business" concept for companies' acceptance of their responsibility towards society (CSR).
- Recognizing the individual entry and cooperation possibilities as "Social Entrepreneurs".
- Seizing the new global possibilities being offered through the elimination of poverty for three billion people and the overcoming of other areas of social conflict.

The GENISIS Institute for Social Business and Impact Strategies was founded after Prof. Yunus' latest visit to Germany to establish a sustainable platform for this impulse to society. The 2<sup>nd</sup> VISION SUMMIT is organized by the GENISIS Institute in cooperation with further important actors in the areas of "Social Entrepreneurship" and CSR.

Accompanying exhibition of NGOs and CSR-projects.

# PRELIMINARY PROGRAMME

Saturday, November 1<sup>st</sup>, 2008

**Motto:** Social Entrepreneurship as a society-changing power

Host: **Prof. Dr. Günter Faltin**

- 09.00 Admission/Registration
- 10.00 **Introduction to the conference**  
**Prof. Dr.-Ing. Jochen Schiller**, Vicepresident of Freie Universität Berlin  
**Prof. Dr. Günter Faltin**, Entrepreneurship Foundation  
**Peter Spiegel**, Head of GENISIS Institute
- 10.20 **"Socially responsible action in the entrepreneurial practice"**  
**Prof. Götz W. Werner**, founder of the drugstore chain dm, professorship for entrepreneurship at University of Karlsruhe
- 10.50 **„Combining economic interests with social engagement: Social Entrepreneurship”**  
**Social Business – perspectives – forms - examples”**  
**Prof. Dr. Günter Faltin**, FU Berlin, Entrepreneurship Foundation
- 11.45 **Workshop groups with Prof. Günter Faltin and Hans Reitz, CEO circ:**  
**"How do I, as a Social Entrepreneur, establish my own social business?"**  
**A) Idea Creation:** brainstorming for participants without business idea (*Prof. Faltin*)  
**B) Idea Refinement:** for participants with initial business idea (*Hans Reitz*)
- 13.00 Networking lunch-break
- 14.30 **Presentation of the study “Best Social Businesses“**  
**Anne-Kathrin Kuhlemann**, member of the management GENISIS Institute
- 14.40 **Social Entrepreneurs stellen sich vor:**
- **Johanna Richter**, Agbe, Berlin
  - **Claudia Richter**, Utopia
  - **Marcus Vetter**, Cinema Jenin, Stuttgart
- 15.15 – 17.30 **Market of Ideas:**  
Short written presentation of ideas on posters (partially elaborated)  
CO2-Campaign as example for fundraising
- 15.15 – 17.30 Parallel offer: **Workshops with successful Social Entrepreneurs**, e.g.
- **Prof. Anil Gupta**, SRISTI, India
  - **Marcia Odell**, Women’s Empowerment Programs in Africa, USA
  - **Jasson Kalugendo**, PhD, Executive Director Empowerment Enterprises of Africa
  - **Prof. Frithjof Bergmann**, Why and how we have to find new forms of work
  - **Rodrigo Baggio**, President, Committee for Democracy in IT, Brazil
- 15.15 – 16.15 **"Sustainable energy as Social Business – the examples of WOTR (Andheri) as well as Eurosolar and Grameen Shakti"** – dialogue between  
**Rosi Gollmann**, Founder Andheri-Hilfe, and  
**Dr. Hermann Scheer**, President EuroSolar, MP, Right Livelihood Award Laureate  
Moderator: **Prof. Dr. Günter Faltin**, Freie Universität, Berlin
- 16.15 – 17.30 Networking & Open Spirit
- 17.30 **"Responsibility for the world – how an office changes society"**  
**Jan Teunen**, Cultural Capital Producer
- 18.00 Networking break
- 18.30 **Social Entrepreneurs present themselves**, e. g.
- **Friedrich Kiesinger**, Albatros & Pegasus, Berlin
  - **Murat Vural**, IBFS e.V., Castrop-Rauxel, Ashoka Fellow 2006
- from 19.00 **Get together**

**Sunday, November 2<sup>nd</sup>, 2008**

**Motto: Social Business as an intelligent kind of Corporate Social Responsibility**

Host: **Dr. Franz Alt**

- 08.00 Admission / Registration
- 09.00 Welcoming to the second day
- "How Economy and Social welfare reinforce themselves intelligently"**  
**Dr. Heiner Geissler**, Former Federal minister
- 09.30 **"Social Business – concept and experiences so far"**  
**Prof. Dr. Muhammad Yunus**, Nobel Peace Prize Laureate
- 10.15 **"Vision and projects of the GENISIS Institute"**  
**Peter Spiegel**, Head GENISIS Institute
- 10.30 Networking Break - **Ceremonial disclosure of Photo exhibition "The Grameen Family – The Power of Dignity" by photo artist Roger Richter**
- 11.00 **"The vision of the Grameen Creative Lab"**  
**Hans Reitz**, president GENISIS commission Social Business, and **Prof. Günter Faltin**
- 11.15 – 12.45 Panel 1: **"Social Joint Ventures in practice – new qualities of CSR?"**  
**Prof. Dr. Muhammad Yunus**, CEO Grameen Bank, Dhakka  
**Michael Anthony**, Microinsurance Manager of Allianz Group  
**Wolfgang Lüdge**, CEO Hess-Natur  
**Burkhard Holder**, Board of directors Solar-Fabrik, Freiburg  
**Thomas Trüb**, Executive Board member Ringier AG, Media Group of Switzerland  
Moderator: **Dr. Franz Alt**
- 12.45 Networking lunch break
- 14.15 – 15.45 Panel 2a: **"Social Venture Capital – which kind of money for Social Businesses?"**  
**Prof. Dr. Stephan Breidenbach**, Humboldt-Viadrina School of Governance  
**Celso Grecco**, Initiator Bovespa Social Stock Exchange, Brazil  
**Hanns Michael Hölz**, Global Head Sustainable Development, Deutsche Bank  
**Andreas Korth**, Good Growth Institute for global wealth development  
**Mirjam Schöning**, CEO Schwab Foundation for Social Entrepreneurship  
Moderator: **Dr. Maritta Koch-Weser von Bieberstein**, CEO GEXSI
- 14.15 – 15.45 Panel 2b: **"Learn processes of social entrepreneurs – what success depends on"**  
**Prof. Götz W. Werner**, founder dm drugstores, Prof. For Entrepreneurship  
**Dr. Matthias Cord**, Partner A.T. Kearney  
**Huschmand Sabet**, Author and entrepreneur  
**Prof. Maximilian Gege**, Chairman of B.A.U.M., entrepreneur  
**Leopold Seiler**, Administrative Board Vision Microfinance  
**Gabriele Möhlke**, CEO Professional Steps for Women  
Moderator: **Dr. Franz Alt**
- 15.45 – 16.30 Break
- 16.30 – 18.00 Panel 3a: **"How the media deal with paradigm shifts – the case of Social Business"**  
**Till Behnke**, CEO betterplace, Ashoka Fellow 2008  
**Fritz Lietsch**, chief editor Forum Nachhaltiges Wirtschaften  
**Dr. Christian Neugebauer**, Publisher Glocalist  
**Gabriela Ender**, founder OpenSpace Online, Ashoka Fellow 2008  
**Björn Sievers**, Deputy head of the news departments business and finance, Focus online  
Moderator: **Astrid von Rudloff**, CEO Weber Shandwick
- 16.30 – 18.00 Panel 3b: **"Evolving from Social Entrepreneurship to Social Business – but how?"**  
**Prof. Dr. Thomas Druyen**, Professor for wealth studies, Sigmund Freud University, Vienna  
**Prof. Dr. Günter Faltin**, Entrepreneurship Foundation, FU Berlin  
**Konstanze Frischen**, CEO Ashoka Germany  
**Marianne Obermüller**, Founder Earthrise Society  
**Oliver Förster**, CEO Deutsches Mikrofinanz-Institut

**Rodrigo Baggio**, President, Committee for Democracy in Information Technology, Brazil  
**Claudia Langer**, Founder online shop for sustainable consumption, Utopia  
Moderator: **Dr. Franz Alt**

- 16.30 – 18.00 Parallel offer: **Discussion groups about Social Business**.g.
- **Dirk Sander**, Director Ökosoziales Forum Deutschland
  - **Dr. Michael Hoppe**, Initiator der Stiftung Steps for Children, Hamburg
  - **Prof. Bernd Senf/Jörg A. L. Schallehn**, The Importance of Social Business in the light of the world economic crisis
  - **Peter Conlon/Dr. Anna Kupka**, Founder ammodo.com
- 18.00 – 19.00 Networking dinner, followed by **Festive Evening**
- 19.00 – 19.45 **Questions to Prof. Dr. Muhammad Yunus**, Nobel Peace Prize Laureate
- 19.45 – 20.00 **Presentation of the Two Wings Award to Prof. Muhammad Yunus**  
Laudators: **Peter Spiegel** and **Hans Reitz**
- 20.00 – 20.15 **Artistic Programme**
- 20.15 – 20.45 **Presentation of the Vision Award 2008 to**
- **Rodrigo Baggio**, President, Committee for Democracy in Information Technology, Brazil
  - **Celso Grecco**, Initiator of Social Exchange at Bovespa, Brazil
  - **Marcia Odell**, Women's Empowerment Programs in Africa, USA
  - **Dieter Reitmeyer**, founder and CEO redi-Group
- Laudators: **Prof. Dr. Muhammad Yunus**  
**Dr. Hans-Dietrich Genscher**, former foreign minister
- 20.45 – 21.00 Closing by **Dr. Franz Alt** with invitation of "Association for Project Management" (GPM), **Stephan Schwartzkopff**, to next year's conference with focus on Social Business

#### Organizers:

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#### Co-Organizers:

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