THE 2007 SKOLL WORLD FORUM ON SOCIAL ENTREPRENEURSHIP

MARCH 27-29

Conference moderator: Stephan Chambers, MBA Director and Fellow of Said Business School, University of Oxford
Social innovation can simply be understood as ‘new ideas that work which address social or environmental needs’. It may occur as a result of addressing new needs, reframing circumstances to make unmet social needs clear and urgent, or changing organisational structures to grasp new opportunities to add social value. New programmes, models, or ways of thinking – sometimes a combination of all three – may be the result.

Social innovation is more than just invention. Diffusion or the scale of ideas is an integral part of making its impact effective, as is co-ordinated action by a wide range of people and organisations spanning social, governmental and business sectors. While social innovation is not synonymous with social entrepreneurship, it represents an important strategy to pilot and test the models we need to deal with failures and disappointments of the past, as well as emerging issues. But gaps remain in the understanding and support for social innovation.

The 2007 Forum aims to help define social innovation, raise its profile and encourage debate about its importance and practice. It will address social innovation at a systemic and organisational level, as well as practically to explore what it means for social entrepreneurs, funders and policymakers.

**ENABLING INNOVATION**

Alex Nicholls
Lecturer, Skoll Centre for Social Entrepreneurship

Rowena Young
Director, Skoll Centre for Social Entrepreneurship
NEW THIS YEAR: SKOLL FOUNDATION Awardees Share Their Knowledge and Experience

Innovators in Action

Join Skoll social entrepreneurs for a series of lively masterclass discussions on real world innovations from the field. These practitioners generously share their approaches, insights, impact and examples of success. Pick your issue area and take advantage of this opportunity to learn and be inspired. (See pages 8 and 12)

Sponsored by the Skoll Foundation

Do Governments Now Run the Social Enterprise Agenda?

The Skoll Centre for Social Entrepreneurship in partnership with the South East England Development Agency and researchers in Poland and Italy lead a discussion about their emerging findings from a major two year research project. (See pages 8 and 12)

Social Edge: The Skoll World Forum’s Official Media Partner

Social Edge: by social entrepreneurs, for social entrepreneurs.

During (and after) the Forum, you can join fellow social entrepreneurs around the world at www.socialedge.org to share your thoughts and debate the issues.

Students from Oxford and Berkeley will be blogging from the Forum alongside Social Edge Executive Director Victor d’Allant, and the Skoll Foundation’s Phil Collis will produce video clips of the main sessions. Meet them online and offline!
MONDAY 26 MARCH PRE-FORUM SESSION

12.00-16.00 LUNCH
Said Business School Entrance Hall

**Nelson Mandela Lecture Theatre**

UNIVERSITY NETWORK FOR SOCIAL ENTREPRENEURSHIP

Launched in 2006, the University Network for Social Entrepreneurship represents the first web-based portal for academics and practitioners to access the growing body of scholarship and case studies in the field. It also hosts debates and posts conference details and news for students. This meeting, chaired by Dr Alex Nicholls (Skoll Centre) and Susan Davis (Ashoka) will include new research from Prof J Gregory Dees (Duke University) and Dr Roberto Gutierrez (SEKN), as well as more information about the role and development of the University Network in the next year.

Join us for lunch followed by an open session. Participants register for this pre-Forum session online, indicating their affiliation to an academic institution.

**HOW THIS PROGRAMME WORKS**

Enabling Innovation is the theme of the Skoll World Forum this year. The structure of the programme is designed to give you the maximum opportunity to enrich your thinking, explore new ideas and take on new perspectives. We hope it gives you the opportunity to renew your existing networks, and introduce yourself to like-minded people. Feel the strength of the social entrepreneurship community as we bring everyone together to hear leading thinkers and practitioners speak on social innovation.

The session discussions and workshops on days 2 and 3 are structured into three streams running in parallel: social innovation; evergreen issues (those that are perennial and ongoing); and research. You are free to participate either within one specific stream or by mixing and matching sessions across all three streams. These sessions run across three time slots on Wednesday morning, Wednesday afternoon and Thursday morning.

Two plenary sessions on the evenings of Tuesday 27 March and Wednesday 28 March will be held in the historic and beautiful Sheldonian Theatre. The third and final plenary, on Thursday 29 March, takes place at the Forum’s ‘home’ in the Said Business School.

**THE ORANGE PROGRAMME**

The Orange Programme offers a series of satellite meetings hosted by delegates from around the world. Topics range from how ‘intrapreneurs’ are using corporations’ business goals to drive social change, and how schools can transform into social enterprises, to the development of a ‘social franchise’.

These sessions – bright and early on Wednesday 28 March at 8.00am – are very informal. They are a chance to get up close to current and emerging innovations. See the programme in your packs – it’s orange.
## DAY ONE  
**TUESDAY 27 MARCH**

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<tr>
<th>Time</th>
<th>Venue</th>
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| 10.30-15.30   | Sheldonian Theatre                  | **OPENING MUSIC**  
Salman Ahmad, Pakistani musician, UN Goodwill Ambassador HIV/AIDS, and founder of Junoon, South Asia’s most popular rock band  
**WELCOME**  
Stephan Chambers  
MBA Director and Fellow of Said Business School, University of Oxford, Forum Moderator  
**OPENING REMARKS**  
Jeff Skoll  
Founder and Chairman, Skoll Foundation and Participant Productions  
**OPENING REMARKS**  
John Hood  
Vice Chancellor, University of Oxford  
**SOCIAL INNOVATION – WHAT IS IT, WHY IS IT IMPORTANT, WHAT ARE THE BARRIERS, HOW CAN IT BE ACCELERATED?**  
Geoff Mulgan  
Director, The Young Foundation  
Rushanara Ali,  
Associate Director, The Young Foundation  
**SOCIAL INNOVATION – THE NEW PHILANTHROPISTS**  
Charles Handy  
Writer, Broadcaster and Social Philosopher  
**THE CREATIVE IMPULSE: AN ECONOMIST’S ACCOUNT OF THE VERY DIFFERENT PATTERNS OF PERSONAL CREATIVITY**  
David Galenson  
Professor of Economics, University of Chicago  
**NOBEL LAUREATE MUHAMMAD YUNUS IN CONVERSATION WITH PAT MITCHELL**  
Muhammad Yunus  
Founder, Grameen Bank  
Pat Mitchell  
President and CEO, Museum of Television and Radio  
**CLOSING REMARKS**  
Stephan Chambers  
Video Streaming |
| 18.45-20.30   | Saïd Business School Entrance Hall  | **DRINKS RECEPTION FOR ALL DELEGATES AND SPEAKERS**  
Saïd Business School Entrance Hall  
**20.00-22.00**  
**‘OUT ON THE TOWN’ – STUDENT NETWORKING DINNERS**  
Town venues. Meet your hosts at 19.50 by the lollipop signs in the Entrance Hall.  
Students from the Saïd Business School host networking dinners. Online registration is a pre-requisite for joining the dinners. |
08.00-09.30
ORANGE PROGRAMME
See Orange Programme in your delegate pack.

09.30-10.00
COFFEE BREAK

SOCIAL INNOVATION

OPTION 1:
10.00-12.00 Nelson Mandela Theatre
WHEN BIG IS BEAUTIFUL
A conversation between panellists and delegates will explore how social
to create great impact using a variety of different techniques, from replication to changes in society's
Jim Fruchterman, President and CEO, Benetech; Fazle Abed, Founder
and Chairperson, BRAC; Susan Collin Marks, Senior Vice President,
Search for Common Ground
Video streaming

EVERGREEN

OPTION 3:
10.00-12.00 Lecture Theatre 4
PARTNERING WITH BUSINESS
One way to scale up and increase your impact is to develop working
relationships with mainstream global businesses. This session
explores how agile and innovative entrepreneurs can benefit from
such relationships, looking at opportunities and challenges from all
sides, and exploring issues such as innovation, finance, scale and
mutual benefit. Panellists will represent the health care industry, but
the session's focus on models for change; ways of scaling up new
initiatives; and innovative ways to partner, will be relevant to all sectors.
Sophia Tickell, Chair, SustainAbility; Maggie Brenneke, Director,
SustainAbility; Blaise Judja-Sato, Founder and Chairman of the Board
of Directors, VillageReach; Chris Strutt, Vice President, European
and Corporate Government Affairs, GlaxoSmithKline; John Schaeftz,
Health Care Analyst, GE Asset Management; Hannah Kettler, PhD
Economist, The Bill & Melinda Gates Foundation; Christopher J Elias,
MD, MPH, President, PATH

RESEARCH

OPTION 6:
10.00-11.30 Rhodes House
ARE THERE REALLY THREE SECTORS? IS SOCIAL ENTREPRENEURSHIP
A NICHE HYBRID OR THE END OF THE OLD ORDER?
This session will explore a range of different examples of how social
entrepreneurship operates at the intersection of the public, private,
and third sectors. Different country contexts illustrate how the local
culture and political economy can shape hybrid opportunities for social
innovation in institutional voids. Research will be presented from
Bangladesh, India, the Philippines and China.
Meng Zhao, DPhil Student, SEIB, University of Oxford; Ignasi Marti,
Visiting DPhil Student, Said Business School; Marie Lisa Dacanay,
Program Director for Social & Development Entrepreneurship, Asian
Institute of Management; Dr Xiaolan Fu, Director, SL Programme for
Technology and Management for Development, University Lecturer in
Development Studies, University of Oxford
OPTION 2:
10.00-12.00 Reception Room
**DESIGN THINKING**
Innovation happens through strong multi-disciplinary groups. Experience the user-centered design methodology at the heart of the new and highly acclaimed Design School at Stanford University. Learn to drive multi-disciplinary innovation using design thinking and use rapid prototyping to discover new solutions.

Debra Dunn, Advisor to Social Ventures and Associate Consulting Professor, Stanford University Institute of Design; Sarah Stein Greenberg, Design Fellow, Hasso Plattner Institute for Design at Stanford University; Perry Klebahn, Consulting Associate Professor, Hasso Plattner Institute for Design at Stanford University

*This is an interactive workshop which has limited capacity.*

Advanced registration required Interactive workshop

OPTION 4:
10.00-12.00 Rhodes Lecture Theatre
**FUNDING IDEAS, BACKING PEOPLE**
This panel explores funding strategies from multiple perspectives including innovation from within foundations, private sector investment for public good, non-profit venture investing and cutting-edge strategies for private placements in traditional not-for-profit organisations.

David Bornstein, Social Innovation Writer, Solution Frame; J B Schramm, Founder and CEO, College Summit; Ion Yadigaroglu, Managing Principal, Capricorn Management LLC; Edward Skloot, President, Surdna Foundation; Jacqueline Novogratz, CEO, Acumen Fund

OPTION 5:
10.00-12.00 Edmond Safra Lecture Theatre
**WORKING AT THE GRASSROOTS LEVEL: SHARED CHALLENGES, LESSONS LEARNED**
Organisations and infrastructure are for the most part undersized to tackle the scope of problems social entrepreneurs need to address. In this interactive workshop, delegates will be encouraged to share the challenges they face and the lessons they have learned to address obstacles and to create effective strategies for organisational growth and impact.

Peter Wheeler, IPValue, Co-founder, Social-Impact International; Eric Archambeau, Wellington Partners, Co-founder, Social-Impact International

OPTION 7:
11.30-13.00 Rhodes House
**CAN SOCIAL ENTREPRENEURSHIP DO BETTER THAN GOVERNMENT? HOW DOES SOCIAL RISK RELATE TO SOCIAL RETURN?**
The panel will present a range of perspectives on risk and its relationship to social innovation including a sociological discussion on the decline of social trust and the opportunity offered by social entrepreneurship to address this deficit. A different conceptualisation of risk will also be presented that considers an economist’s perspective on risk and social finance.

Geoff Mulgan, Director, The Young Foundation; Peter Taylor-Gooby, Director, ESRC Risk Network, University of Kent; Jeremy Large, Post-doctoral Research Fellow, All Souls College, University of Oxford; Avner Offer, Professor, All Souls College, University of Oxford
OPTION 1: 14.00-16.00 Rhodes Lecture Theatre
CREATING SOCIAL SILICON VALLEYS
Society's large and complex challenges require many relevant people and organisations from all sectors to act together to create change. This session explores how these networks and partnerships can work and what they can achieve, from local level interactions to global responses which address specific issues. One example will be a Chinese eco-city.

Peter Head, Director, Arup; Meng Zhao, DPhil Student, SEIB, University of Oxford; Russell Hancock, President and Chief Executive Officer, Joint Venture: Silicon Valley

OPTION 2: 14.00-16.00 Reception Room
DESIGN THINKING (REPEAT SESSION)
Innovation happens when strong multi-disciplinary groups come together, build a collaborative culture and explore what they have in common. Experience the user-centered design methodology at the heart of the new and highly acclaimed Design School at Stanford University. Learn to drive multi-disciplinary innovation using design thinking and use rapid prototyping to discover new solutions.

Debra Dunn, Advisor to Social Ventures and Associate Consulting Professor, Stanford University Institute of Design; Sarah Stein Greenberg, Design Fellow, Hasso Plattner Institute for Design at Stanford University; Perry Klebahn, Consulting Associate Professor, Hasso Plattner Institute for Design at Stanford University

This is an interactive workshop which has limited capacity. Advanced registration required. Interactive workshop

OPTION 3: 14.00-16.00 Nelson Mandela Theatre
MOVING CAPITAL
Speakers will discuss with delegates how social ventures can access different sources of external capital to increase their impact. The panelists are creating new and innovative ways to use finance that work for their unique needs and structures, as well as providing appropriate returns to finance providers.

Jan Piercy, Executive Vice President, ShoreBank Corporation; John Elkington, Founder and Chief Entrepreneur, SustainAbility; Penny Newman, Chief Executive, Cafédirect PLC; Tim Reith, Director, Community Innovation UK; Arthur Wood, Senior Vice President, Social Financial Services, Ashoka: Innovators for the Public; Michele Giddens, Executive Director, Bridges Community Ventures Ltd. Video streaming

OPTION 4: 14.00-16.00 Lecture Theatre 4
THE PROBLEMS AND PERILS OF SCALING
Scaling to achieve systemic change is enormously difficult and fraught with external and internal challenges. Here social entrepreneurs will share with delegates how they have spread their innovations and changed the lives of millions, their challenges and victories, their mistakes and successes.

Pamela Hartigan, Managing Director, The Schwab Foundation for Social Entrepreneurship; Ashok Khosla, Chairman, Development Alternatives Group; Mechal Virawaidya, Founder and Chairman, The Population & Community Development Association (PDA); Mel Young, President, Homeless World Cup

OPTION 5: 15.30-17.00 Rhodes House
WHAT ARE THE CHALLENGES AND OPPORTUNITIES FOR GROWTH IN SOCIAL ENTREPRENEURSHIP?
Key questions that will be discussed include: Is growth a good thing? How big can a social enterprise grow? What are the implications of growth? What models of growth work and where? Research from the UK, Europe, Latin America and the USA will draw on new insights into the nature of growth and replication in social entrepreneurship.

Alex Nicholls, Lecturer in Social Entrepreneurship, Skoll Centre for Social Entrepreneurship, Said Business School; Gregory Dees, Adjunct Professor and Faculty Director, Center for the Advancement of Social Entrepreneurship, Duke University; Roberto Gutierrez, Associate Professor and Coordinator, Andes University SEKN; Francesco Perrini, Associate Professor of Management, Bocconi University
OPTION 3:  
14.00-16.00  Seminar Room A  
LEARNING FROM THE FUTURE:  
SCENARIO PLANNING TO INCREASE IMPACT  
In small groups, you will explore scenarios and possible futures for your area of interest, so that you can take away useful development tools, use this knowledge to extend the long-term impact of your ideas, and grow and sustain your value.  

Angela Wilkinson, Director, Scenarios and Futures Research, James Martin Institute for Science and Civilisation, Said Business School, University of Oxford  
This is an interactive workshop which has limited capacity. Advanced registration required. Interactive workshop
**SOCIAL INNOVATION**

**OPTION 1:**
9.00-11.00  Lecture Theatre 4

**SYSTEMS OF INNOVATION**
How are social innovations in your field created and nurtured? What sort of innovation ecology do you inhabit? This session will explore the answers to these questions so that you can see how they form an important part of designing social change strategies that enable your innovations to grow and succeed.

**Uffe Elbaek**, Chairman and Founder, The KaosPilots
International Board and CEO of World Outgames 2009 Copenhagen;  **David Muhia**, Skoll Scholar;  **Nina Smith**, Executive Director, RugMark USA;  **Piera Morlacchi**, Lecturer, Science Policy Research Unit, University of Sussex

**Video streaming**

**OPTION 2:**
9.00-11.00  Reception Room

**HOW TO EVALUATE AND SPREAD YOUR BIG IDEAS**
This workshop will help you develop and spread good ideas by using the Most Significant Change (MSC) model and the Learning Selection approach to help you select and maximise the impact of your social innovations.

**Boru Douthwaite**, Technology Policy Analyst, International Center for Tropical Agriculture (CIAT)
This is an interactive workshop which has limited capacity. Advanced registration required. Interactive workshop

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**EVERGREEN**

**OPTION 3:**
9.00-11.00  Edmond Safra Lecture Theatre

**TAPPING THE RIGHT LEADERSHIP TALENT AT EVERY GROWTH PHASE**
Leadership requirements evolve dramatically as an organisation grows. Social entrepreneurs must be able to assess the skills and competencies they need and determine where to get them both today and into the future. This session offers tips on how to identify talent gaps, utilise innovative talent sources and manage executive staff transitions.

**Debra Dunn**, Advisor to Social Ventures and Associate
Consulting Professor, Stanford University Institute of Design;  **Jeroo Billimoria**, Executive Director, Aflatoun Child Savings International;  **Marc Freedman**, Founder and CEO, Civic Ventures;  **Dennis Whittle**, Chairman and CEO, GlobalGiving;  **Andrea Coleman**, CEO, Riders for Health

**RESEARCH**

**OPTION 4:**
9.00-11.00  Nelson Mandela Theatre

**THE FUTURE OF PHILANTHROPY**
How far can ‘creative’ philanthropy support social innovation to help address some of the major challenges confronting global society today? This panel discussion explores how philanthropy is developing, opportunities to maximise impact, how philanthropic institutions are approaching mission-related investment and the challenges for non-profits trying to secure investment capital.

**Helmut Anheier**, Director UCLA, Centre for Civil Society;  **Mark Kramer**, Managing Director, FSG Social Impact Advisors;  **Lester Salamon**, Director, Center for Civil Society Studies, John Hopkins University;  **Alex Nicholls**, Lecturer in Social Entrepreneurship, Said Business School, University of Oxford

**Video streaming**
11.10-11.30
COFFEE BREAK
Said Business School Entrance Hall

11.30-12.00
REFLECTIONS FROM A PIONEER IN SOCIAL INNOVATION
Larry Brilliant, MD, MPH, Executive Director of Google.org

12.00-12.45
SUPPORTING MORE SOCIAL INNOVATION
A facilitated discussion by John Elkington, Founder and Chief Entrepreneur, SustainAbility, to explore how society’s frameworks (public and private) need to change at local, regional, national and international levels to support more social innovation.
Bill Drayton, CEO and Chair, Ashoka: Innovators for the Public
Ed Miliband MP, Minister for the Third Sector, UK

12.45-13.30
SOCIAL INNOVATION: WHERE DO WE GO FROM HERE?
Leading social entrepreneurs in conversation with delegates reflect upon ideas and learnings for moving forward from the conference.

Moderator: Roger Martin, Dean, Rotman School of Management and Director, AIC Institute for Corporate Citizenship
Roshaneh Zafar, Founder and President, Kashf Foundation
Martin Fisher, Co-founder and CEO, Kickstart
Taddy Blecher, CEO, Cida City Campus
Mindy Lubber, President, Ceres

CLOSING REMARKS
Colin Mayer, Peter Moores Dean, Said Business School

13.30-15.00
LUNCH
Entrance Hall, Reception Room and Common Room

15.00
CLOSE
SUPPLEMENTARY INFORMATION
LUNCHETIME SESSION ON
DAY TWO 28 MARCH

12.40-13.40

INNOVATORS IN ACTION MASTERCLASSES
Hosted by the Skoll Foundation
Join Skoll social entrepreneurs for a series of lively masterclass discussions on real world innovations from the field. These practitioners generously share their approaches, insights, impact and examples of success. Pick your issue area and take advantage of this opportunity to learn and be inspired!

Social Entrepreneurs in Education
Lecture Theatre 5
Eric Schwarz, Citizen Schools
Martin Burt, Fundacion Paraguaya
Taddy Blecher, CIDA
Ann Cotton, CAMFED
J B Schramm, College Summit

Moderator: Kirk Hanson,
Santa Clara University

Social Entrepreneurs in Rural Development
Lecture Theatre 4
Amitabha Sadangi, IDEI
Martin Fisher and Nick Moon, Kickstart
Bunker Roy, Barefoot College
Paul Rice, TransFair
William Foote, RootCapital

Moderator: Jacqueline Novogratz,
Acumen Fund

Social Entrepreneurs in Conflict Zones
Rhodes Trust Lecture Theatre
Quratul Ain Bakhteari, IDSP
Sakena Yacoobi, AIL
Heidi Kuhn, Roots of Peace
John Marks and Susan Collin Marks,
Search for Common Ground

Moderator: James DeMartini, Seiler & Co.

Social Entrepreneurs in Health
Seminar Room B
Andrea and Barry Coleman, Riders for Health
Vera Cordeiro, Renascer
Mindy Lubber, Ceres
Blaise Judja-Sato, VillageReach

Moderator: Gary Cohen, Health Care Without Harm

Social Entrepreneurs in Human Rights
Seminar Room A
Gillian Caldwell, Witness
Karen Tse, International Bridges to Justice
Nina Smith, RugMark USA
Jeroo Billimoria, Aflatoun

Moderator: Jim Fruchterman, Benetech

DO GOVERNMENTS NOW RUN THE SOCIAL ENTERPRISE AGENDA?
Andrew Cormack Seminar Room
Hosted by the Skoll Centre for Social Entrepreneurship
Governments increasingly encourage the social enterprise movement, lauding its potential for efficiency and innovation. Government purchasing is being directed at the movement to encourage it to 'step up to the mark' but these efforts are accompanied by more stringent contracting obligations undermining the reasons for their success.

The session will provide an opportunity for policymakers and social entrepreneurs to open up the debate about state/social enterprise relations.

Tim Curtis, Senior Research Fellow, Skoll Centre for Social Entrepreneurship
Indianna Minto, Research Assistant, Skoll Centre for Social Entrepreneurship

WEDNESDAY 28 MARCH

12.00-14.00

Supplementary Information
Lunchtime Session on Wednesday 28 March
12.40-13.40

Andrea Coleman, Riders for Health
Jacqueline Novogratz, Acumen Fund
Nina Smith, RugMark USA

Taddy Blecher, CEO, Cida City Campus
J B Schramm, Founder and CEO, College Summit
Jeroo Billimoria, Chair, Aflatoun Child Savings International
## MONDAY 26 MARCH

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<td>PRE-FORUM SESSION</td>
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<td>13.00</td>
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## TUESDAY 27 MARCH

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<td>15.30</td>
<td>WELCOME AND OPENING REMARKS</td>
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<td>Sheldonian Theatre</td>
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<td></td>
<td>Salman Ahmad, Stephan Chambers, Jeff Skoll, John Hood</td>
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<td>16.00</td>
<td>SOCIAL INNOVATION – WHAT IS IT?</td>
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<td>Geoff Mulgan, Rushanara Ali</td>
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<td>18.30</td>
<td>SOCIAL INNOVATION – THE NEW PHILANTHROPISTS</td>
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<td>NOBEL LAUREATE MUHAMMAD YUNUS IN CONVERSATION WITH PAT MITCHELL</td>
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<td>CLOSING REMARKS</td>
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<td>RECEPTION</td>
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<td>NETWORKING DINNERS</td>
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## WEDNESDAY 28 MARCH

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<td>08.00</td>
<td>ORANGE PROGRAMME</td>
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<tr>
<td>09.30</td>
<td>COFFEE BREAK</td>
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<td>10.00</td>
<td>WHEN BIG IS BEAUTIFUL DESIGN THINKING</td>
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<td>12.00</td>
<td>PARTNERING WITH BUSINESS FUNDING IDEAS, BACKING PEOPLE WORKING AT THE GRASSROOTS LEVEL</td>
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<td>ARE THERE REALLY THREE SECTORS? CAN SOCIAL ENTREPRENEURSHIP DO BETTER THAN GOVERNMENT?</td>
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<td>LUNCHTIME ‘INNOVATORS IN ACTION’ MASTERCLASSES</td>
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<td>LUNCHTIME DEBATE: DO GOVERNMENTS NOW RUN THE SOCIAL ENTERPRISE AGENDA?</td>
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<tr>
<td>14.00</td>
<td>Creating Social Silicon Valleys</td>
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<td>16.00</td>
<td>Design Thinking (Repeat from Morning)</td>
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<td>16.00</td>
<td>Moving Capital</td>
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<td>16.00</td>
<td>Learning from the Future</td>
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<td>17.30</td>
<td>Coffee Break</td>
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<td>17.45</td>
<td>Skoll Awards Ceremony, Sheldonian Theatre</td>
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<td>Jeff Skoll, Sally Osberg, Peter Gabriel, Muhammad Yunus, Monica Yunus, Salman Ahmad</td>
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<td>19.00</td>
<td>Skoll Awards Reception</td>
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**THURSDAY 29 MARCH**

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<tr>
<td>09.00</td>
<td>Systems of Innovation</td>
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<td>11.00</td>
<td>How to Evaluate and Spread Your Big Ideas</td>
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<td>11.00</td>
<td>Coffee Break</td>
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<td>Reflections from a Pioneer in Social Innovation</td>
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<td>Supporting More Social Innovation</td>
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<td>Social Innovation: Where do we go from here?</td>
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<td>Leading social entrepreneurs in conversation with delegates</td>
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<td>13.30</td>
<td>Closing Remarks</td>
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<td>Lunch</td>
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**Speakers**

- **Martin Fisher**, Co-founder and CEO, Kickstart
- **Stephan Chambers**, MBA Director and Fellow of Said Business School, University of Oxford, Forum Moderator
- **Bill Drayton**, CEO and Chair, Ashoka: Innovators for the Public
- **Roger Martin**, Dean, Rotman School of Management and Director, AIC Institute for Corporate Citizenship
- **John Elkington**, Founder and Chief Entrepreneur, SustainAbility
- **John Hood**, Vice Chancellor, University of Oxford
- **Colin Mayer**, Peter Moores Dean, Said Business School
- **Johanna Mair**, Professor of General Management, IESE Business School
- **Russell Hancock**, President and Chief Executive Officer, Joint Venture: Silicon Valley
ABOUT THE SKOLL CENTRE FOR SOCIAL ENTREPRENEURSHIP

The Skoll Centre for Social Entrepreneurship was launched in November 2003 at the Said Business School, Oxford University, to promote the advancement of social entrepreneurship worldwide. It was created with a donation of £4.44m 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 full details of current activities, see our magazine Postings, enclosed in your delegate pack and available on our website. See www.sbs.ox.ac.uk/skoll

Access our new University Network for Social Entrepreneurship, developed in conjunction with Ashoka. A gateway to university research and teaching, you can view or join in at: www.universitynetwork.org

ABOUT THE SKOLL FOUNDATION

The Skoll World Forum on Social Entrepreneurship is produced in partnership with the Skoll Foundation.

Headquartered in California's Silicon Valley, the Skoll Foundation was created 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 pioneering new solutions that result in lasting improvements to complex social problems.

The Skoll Foundation invests in social entrepreneurs through the Skoll Awards for Social Entrepreneurship. It connects them through Social Edge, an online community at www.socialedge.org, and via the annual Skoll World Forum on Social Entrepreneurship at the Skoll Centre for Social Entrepreneurship at Said Business School, University of Oxford. It celebrates social entrepreneurs through such projects as the PBS Foundation Social Entrepreneurship Fund, which enables filmmakers, documentarians and other journalists to produce works that tell the stories of individual social entrepreneurs and promote large-scale public awareness of social entrepreneurship.

For more information, visit www.skollfoundation.org
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