

INTERNATIONAL FORUM for the SOCIAL INNOVATION

By adding ideas,
we transform the world
Valencia 8th and 9th of March

Crowdfunding
Economy of the common good
New models of citizen participation
Corporate Social Responsibility
Social entrepreneurship



jovesolides

www.fordeinnovacionsocial.org
innovacionsocial@jovesolides.org

JOVESOLIDES is a youth organization committed to the society that seeks to promote community development through training, guidance and integration of young leaders. The association is composed of various local associations that maintain their organizational autonomy but behave as a network organization based in different countries: Spain, El Salvador, Nicaragua, Colombia, Ecuador and Morocco.



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**1st International forum
for the social innovation**



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1 Presentation

JOVESOLIDES is an organization composed of young people wanting to improve this world. Like so many organizations in the current context, we have a huge uncertainty about the future of the sector of the non profit organizations (NPOs), one sector that is increasingly punished. For, maybe too many, years we have been at the mercy of the government, generating a dependency some forms of management and organization based on this form of financing. Now, when the social needs are being increased and the budgets to implement them are being limited, we do not look away, we understand that it is time to take action because our missions and goals remain the same and thus, we want to respond even more strongly.

During this time of economic crisis we carry, we have attended and participated in several actions of protesting against cuts, often denouncing the institutional neglect. We believe that the time has come that we need to be more proactive and continue being demanding. If we want to be part of the change, we generate the change, devising other ways to make it and organize ourselves.

Therefore, we have started up the First International Forum for Social Innovation, under the slogan “**By adding ideas, we transform the world**”, intended to be a place for learning and sharing of innovative strategies in order to promote the opportunities and capabilities of joint work between the organisations of third sector, as well as the business, the academic and the institutional sector.

And we do not want to do this alone, we want to accompany the enormous potential that NPOs have accumulated for so many years and we want to learn from that part of the business world, that every time is more conscious, how their business model could become more social and solidarity. Finally, we want to be innovative by adding our potential and thus, to continue building a more conscious, sustainable and fair world.



2 Objectives

GENERAL OBJECTIVE

To promote spaces for learning and sharing innovative strategies to enhance the capacity of the organizations of the third sector in a new context.

SPECIFIC OBJECTIVES

#Economy of the common good and social entrepreneurship. To understand and analyze the economic model of the Economy common good. Exchange experiences of social entrepreneurship as an alternative model and its value as a tool of the service of the mission and purposes for NPOs.

communication, marketing and crowdfunding. To influence the importance of communication and marketing as a pillar fundamental in the policy uptaken by the NPOs and know useful tools and channels for fundraising like Crowdfunding.

New models of citizen participation. To know successful experiences of new forms of citizen participation and generate innovative ideas.

#Trends for Corporate Social Responsibility. To identify trends and challenges of Social Responsibility for the upcoming years in business.

conclusions To spread and share the Forum findings and conclusions through different channels of associative movements of Spain, Latin America and Africa, as well as interested companies.

exchange To exchange successful experiences between NPOs and companies relating to the Economy of common good, social entrepreneurship, communication, marketing, crowdfunding, citizen participation and CSR.

QUESTIONS THAT MOTIVATE US

Economy of the common good and social entrepreneurship. What is the model of the Economy of common good? What is the level of implementation in Spain? How good is it for the organisations, businesses, municipalities that apply this model? What is social entrepreneurship? What are the elements that characterize it (social impact, line business, sustainability, ethics)? What are the limits? What are the elements that NPOs can benefit to serve their purposes and missions? Do NPOs can and/or should convert our activity in social entrepreneurship initiatives?

communication, marketing and crowdfunding. Is it possible to follow outside of social networks and the opportunities they offer? Do you think that marketing is just a matter of companies? Can and should we communicate better our solidarity causes in NPOs? What is the collective funding or crowdfunding? Does the Crowdfunding in Spain work in the area of ONL? What types of projects can be financed through Crowdfunding? How should I present a Crowdfunding project to be attractive?

New models of citizen participation. Are the traditional forms of citizen participation valid? Are the NPOs taking their role in relation to current problems? What is the role that we want to play? How can we contribute to optimize the effects of citizen participation? How can we do it? Are new forms of citizen participation of an emerging necessity?

Trends for Corporate Social Responsibility. What is the current state of CSR and what are the trends and CSR challenges for the upcoming years in business? Are there any success stories or innovative initiatives of CSR? Marketing, crowdfunding, citizen participation and CSR.

3 Program

THURSDAY 7TH OF MARCH 2013

Seminar for the final evaluation of Agora Intercultural Program.

FRIDAY 8TH OF MARCH 2013

9.00	PARTICIPATION CONFIRMATION - BADGES			
10.00	OPENING			
10.35	<p>CAPSULES OF INNOVATION</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Economy of the common good and social entrepreneurship.</p> </div> <div style="text-align: center;"> <p>Communication, marketing and crowdfunding</p> </div> <div style="text-align: center;"> <p>New models of citizen participation</p> </div> <div style="text-align: center;"> <p>Trends for Corporate Social Responsibility</p> </div> </div> <p style="text-align: right;"><i>four vital issues. 10 minutes of motivation and learning. Experiences of success or failure; because failure also is learnt. To the side of non-profit organizations, companies or individual people who have not had afraid to innovate.</i></p>			
11.30	PAUSE			
12.00	<p>12:00 WORKSHOPS OF INNOVATION. WE LEARN. FIRST PART</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Economy of the common good and social entrepreneurship.</p> </div> <div style="text-align: center;"> <p>Communication, marketing and crowdfunding</p> </div> <div style="text-align: center;"> <p>New models of citizen participation</p> </div> <div style="text-align: center;"> <p>Trends for Corporate Social Responsibility</p> </div> </div> <p style="text-align: right;"><i>After the initial motivation we will be divided into small groups of each of the four issues. Two hours to learn about the trends and traces, to identify operating practices.</i></p>			
14.00	LUNCH AND RELAXING TIME			
16.30-20.00	<p>WORKSHOPS OF INNOVATION. WE INNOVATE. SECOND PART.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Economy of the common good and social entrepreneurship.</p> </div> <div style="text-align: center;"> <p>Communication, marketing and crowdfunding</p> </div> <div style="text-align: center;"> <p>New models of citizen participation</p> </div> <div style="text-align: center;"> <p>Trends for Corporate Social Responsibility</p> </div> </div> <p style="text-align: right;"><i>This would not be a good Forum of innovation if we would not innovate. So Friday afternoon will be dedicated to generate ideas, projects, initiatives that are useful for our organization or company. Because 2 +2 = 5.</i></p>			
20.30	EVENING OF SOCIAL INNOVATION			

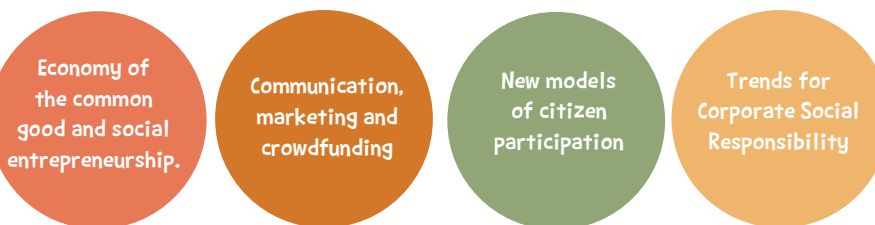
3 Program

SATURDAY 9TH OF MARCH 2013

09.00

COMPANIES AND NPOS. LET'S INNOVATE TOGETHER?
TABLE OF EXPERIENCES.

Because it's time to walk hand in hand. Typical companies and NPOs can learn from their differences and generate a new model, more efficient and supportive.



11.00

PAUSE

11.30

MARKET OF INNOVATION AND PANEL OF EXPERIENCES

In an open space several experiences panels will be located and next to them, there will be the protagonists who can tell us about their experience and advise us or establish partnerships for future work in common. During one hour we can set contacts, learn and innovate together.



12.30

CLOSING CONFERENCE

13.00

FORUM CLOSING

4 Profile of Participants

This forum is conducted for all those interested in social innovation, especially:

- **Members of NPOs.** Volunteers, leaders or staff of NPOs and Third sector.
- **Entrepreneurs and social entrepreneurs.** People who have started a business that generates some kind of benefit to the society or they are in the process of creating it or in “seed stage”.
- **Business owners and entrepreneurs.** who wish to share and generate ideas with participants of NPOs in order to incorporate Corporate Social Responsibility within their company.





jovesolides
JOVENES HACIA
LA SOLIDARIDAD
Y EL DESARROLLO

www.jovesolides.org

www.redjovesolides.org



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