



SOCIAL ENTREPRENEURSHIP FORUM 2019

MAY 24, RIGA

House of Science of the University of Latvia,
3 Jelgavas Street

Can social entrepreneurship be a successful business?

PROGRAMME

Working language: Latvian and English (with simultaneous translation)

Moderator: Ernests Štāls, Start-up expert, Co-founder and Chairman of the Board of "Techhub Riga"

9:00 REGISTRATION, MORNING COFFEE

10:00 OPENING OF THE FORUM

10:30 INSPIRATION

From impact to profit and back: how we turned our impact vision into a business?

Christoph Hantschk, Founder and CEO at "goodbag", Austria

"goodbag" is a loyalty program that lets users access exclusive discounts and rewards through a smart shopping bag that rewards people for bringing their own bag. With "goodbag" users receive exclusive discounts and can plant trees against climate change every time they shop with their "goodbag". The loyalty program works through an NFC chip that is integrated in the "goodbag" logo. By holding their phone close to the "goodbag" logo the users see all participating shops and available coupons nearby on an interactive map on the screen of their phone. In the app users receive real-time feedback about how often they reused their bag, how many trees they have planted and how many coupons they have redeemed. www.goodbag.io

From cottage industry to mainstream market

Andrei M. Georgescu, Social Entrepreneur, Co-founder at "Mesteshukar ButiQ" /MBQ/, Romania

In "MBQ" the Roma people in cooperation with world class designers create a limited collection of design products in which they unite the modern design tendencies as well as the culture of Roma people. The social mission of "MBQ" is to preserve the craftsmanship traditions and cultural heritage of the Roma people. Moreover, equally important is the goal to encourage the employment and education of this ethnic minority. Design products are being sold both at the "MBQ" shop in Bucharest and in various partner shops, including the world-famous furniture and household department store chain IKEA. In 2018 "The New York Times" newspaper has announced the "MBQ" as one of the best gifts shops in Bucharest. www.mbq.ro

From job seeker to job creator in Europe, Africa and Asia

Miks Celmiņš, Latvian change maker in Europa, Africa and Asia, director of Europe's affiliate of the global social change ecosystem "Make Room", director of various social innovation projects.

12:20 LUNCH

13:20 WORKSHOPS

Three social entrepreneurs from Latvia operating in different industries present their business model by Business Model Canvas principle. The business model of a certain social enterprise will be analysed and evaluated together with groups' experts and representatives of traditional business and municipalities, as well as cooperation opportunities between traditional and social enterprises will be searched. Participation in the work groups will give an insight into the reality of social entrepreneurs, valuable knowledge and conclusions based on experience for starting and developing a successful social entrepreneurship.

Applying for workgroups takes place on the Forum.

- **Group I: "PRODUCTION"** (working language - English)
Business model is represented by social enterprise "KK Original Design". Social enterprise creates special mobility aids for people with disabilities.
Moderator: Fionn Dobbin, Lecturer and Creative Industries Program Director at the "Stockholm School of Economics", Creative Director and Co-Founder of the social business fashion company "MAMMU"
Experts: foreign speakers, representatives of traditional business and municipality
- **Group II: "SERVICE"** (working language - Latvian)
Business model is represented by social enterprise "Sonido". Call center "Sonido" provides job places for social risk groups, providing customers with multilingual information. Call center profit are redirected to social project "Let's talk?" that offers an opportunity for lonely people call to special phone number and be heard.
Moderator: Ernests Štāls, Start-up expert, Co-founder and Chairman of the Board of "Techhub Riga"
Experts: representatives of traditional business and municipality
- **Group III: "EDUCATION"** (working language - Latvian)
Business model is represented by social enterprise "Cesis's New Primary school". The goal of "Cesis's New School" is the availability of high-quality and modern pre-school and primary education in the region, outside the capital.
Moderator: Vita Brakovska, Business Expert and Practical Creativity Trainer, Head of NGO "Zinis"
Experts: representatives of traditional business and municipality

15:00 COFFEE BREAK

15:30 PITCHING COMPETITION

Pitching competition of social enterprises for 2000 EUR investment from British Council Latvija and Charity shops "Otra Elpa". Five social enterprises — members of the Social Entrepreneurship Association of Latvia — are presenting themselves and competing for investment prize in the amount of 2000 EUR. The winner is determined by the audience vote.

16:30 NETWORKING & VOTING FOR PITCHES

17:00 CLOSING OF THE FORUM - announcing and awarding the winner of pitching competition, informal part

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