



## Agenda and Guide for Participants

# Euclid Summit

## Power to drive positive change



Building civil society and social enterprise knowhow for 2020 and beyond



The Euclid Summit is Euclid Network's new flagship pan-European event, which captures the latest trends in skills and knowledge for social impact. It will foster knowhow exchange and develop foresight on emerging skills needs across knowhow for **people**, knowhow for **money** and knowhow for **impact**.

24-26 February 2016  
Hotel Sheraton, Zagreb, Croatia

## Organisers

**Euclid Network** is the Europe-wide network for third sector leaders and social entrepreneurs – and those working closely alongside them. Together with members and partners, we:

- Create connections between civil society and social enterprise leaders
- Share and produce leadership, professional and entrepreneurial knowhow
- Influence European policy & funding and strengthen members' EU engagement
- Raise the visibility and understanding of civil society and social enterprise in business, academia, government and the wider society



## Partners

The Euclid Summit is supported by the following partners:



Euclid Network is supported by the European Commission through the Europe for Citizens programme 2014-2020.



**ZAGREB.HR**

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Robert Bosch **Stiftung**



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**EUSA**

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## Knowhow and why it matters

**Knowhow matters** because it's what you need to drive positive change as a civil society organisation (CSO) or a social enterprise (SE).

**Powerful emerging trends** in the wider world and within organisations are forcing change and presenting new opportunities. Growing societal challenges, shrinking resources and geo-political instability are creating a **turbulent environment**. Changing expectations of work, digital technology and new forms of public engagement are **reshaping organisations** in all sectors. Leaders and entrepreneurs are pioneering new methods like social innovation, design thinking, impact orientation, multi-sector collaboration and community mobilisation.

The Euclid Summit will feature **inspiring** knowhow keynotes, **forward-thinking** masterclasses and **informal** knowhow cafés. The key common topics are knowhow for people, for money and for impact, three key management issues for any CSO or SEs. In addition, special streams will **speak to civil society leaders and social entrepreneurs**. Participants will have access to some of the very best knowhow from around Europe.

Special sessions will provide strategic insights and intelligence on how to work effectively across borders by **accessing EU funding** and **engaging with EU institutions**. It will help identify peer organisations, with which to build relations and develop alliances. The European Social Fund, Erasmus Plus and Horizon 2020 are among the most relevant European programmes for building knowhow.

The host country, Croatia is the **EU's newest Member State** and uniquely placed to provide fresh perspectives on innovative knowhow. Join us in the **vibrant city of Zagreb** to empower civil society and social enterprise to drive positive change by building your knowhow for 2020 and beyond.

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## Who should attend?

Everyone with a commitment to maximising the power of civil society organisations and social enterprises to drive positive change in Europe should be there. You may be:

- Founders/Directors/CEOs of CSOs and social enterprises
- Heads of human resources, training or education in CSOs and SEs
- Lecturers and researchers in civil society and social entrepreneurship
- Trainers, coaches and mentors working in the sector
- Social investment organisations and foundations committed to skills development
- EU project managers and developers working with ESF, Erasmus Plus, Horizon 2020 and other EU programmes
- EU and national policy-makers working in civil society and social enterprise support
- Heads of Corporate Responsibility and Citizenship working with CSOs and SEs to strengthen skills
- Directors of Business Development providing financial, legal and HR services to CSOs and social enterprises across borders

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## A track record of impactful European events

The Euclid Summit is the latest in a series of pan-European multi-stakeholder events around Europe organised by Euclid Network. All our events bring together civil society leaders and social entrepreneurs with those from government, business and academia.

- **“Chartering into the Future”**: gathered 170 participants to tackle practical challenges for social enterprises as an official pre-event of the European Commissions’ major congress “Social entrepreneurs: have your say” (Strasbourg, January 2015)
- **“Strategic Leadership in Turbulent Times”**: delivered in partnership with the Catalan civil society federation and La Caixa bank, this workshop looked at 4 key challenges for civil society through the lens of leadership (Barcelona, May 2015)
- **“Momentum: keeping social enterprise moving in the EU single market”**: reviewed the current EU policy and funding landscape for social entrepreneurship in a round table format with social entrepreneurs, support organisations, social investors, researchers and EU policy-makers (Brussels, June 2015)
- **“Tech for impact”**: part of an EU programme to strengthen the social impact of technology, this event brought together Euclid members, tech companies and policy-makers to explore how to develop and deploy tech for impact (Brussels, 9 November 2015)
- **“EU project-build workshop”**: aimed to explore the potential to use European funding to develop further the activities in the pilot programmes of the Euclid member programmes 2015 on social entrepreneurship and third sector leadership. The workshop looked at current opportunities under Horizon 2020 and Erasmus Plus (London, 10 December 2015)

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## Past participants at Euclid events

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|------------------------------|------------------------------|
| ➤ European Commission        | ➤ Deloitte                   |
| ➤ British Council            | ➤ Crédit Coopératif          |
| ➤ Council of Europe          | ➤ Banca Intesa               |
| ➤ Ashoka                     | ➤ Social Enterprise NL       |
| ➤ Impact Hub                 | ➤ Social Investment Business |
| ➤ ESADE Business School      | ➤ TACSO                      |
| ➤ Thomson Reuters Foundation | ➤ Social Innovation Exchange |
| ➤ Rockefeller Foundation     | ➤ Smart Kolektiv             |

# Summit Agenda

Wednesday 24 February

- 19.30 Welcome dinner for summit participants hosted by the City of Zagreb  
*Venue: Dverce Palace, Katarina Square 6, Upper town*  
*Delegates will meet at 19.00 in the hotel lobby to walk to the Palace.*

Thursday 25 February

08.30-09.30 Registration and welcome coffee

09.30-10.00 **Welcome plenary session**

- John Low, President, Euclid Network
- Milan Bandić, Mayor of Zagreb
- Natalie Ferber, Programme Officer, International Relations Europe and its Neighbors, Robert Bosch Stiftung.

10.00-11.00 **Knowhow keynotes**

This session will look at contemporary trends in the third sector and social enterprise and their implications for future knowhow needs.

- “Barriers and challenges of developing the third sector across Europe: lessons from the Third Sector Impact EU research project”: *Prof. Dr. Gojko Bežovan*, Institute for Social Policy, Faculty of Law Zagreb
- “Social Enterprise: key skills for the future”: *Juliet Cornford*, Social Enterprise advisor, British Council

Chair: *John Low*, President, Euclid Network

*Question & answer*

11.00-11.30 Coffee break

11.30-13.15 **Knowhow mini masterclasses** (in parallel)




The Money and Impact streams are composed of two expert presentations and Q&A; the People stream is composed of one expert presentation followed by a participative knowledge sharing session and Q&A.

|  Knowhow for Money  |  Knowhow for People   |  Knowhow for Impact   |
|--|--|--|
| <b>Building successful philanthropic fundraising</b><br><i>Elitsa Barakova</i> , Chief Executive, Bulgarian Charities Aid Foundation (BCAF)                      | <b>Leadership Excellence Framework</b><br><i>Sandy Farquharson</i> , Chief Executive, the Marie Trust and <i>John Wilkes</i> , Chief Executive, Scottish Refugee Council | <b>Social value generator – from inspirational idea to impact venture</b><br><i>Carlos Azevedo</i> , Academic Director, IES Social Business School, Portugal |
| <b>Social Impact Bonds: opportunities &amp; challenges for social innovation</b><br><i>Daniel Edmiston</i> , Researcher, SAID Business School, Oxford University | on behalf of the Association of Chief Officers of Scottish Voluntary Organisations (ACOSVO)  | <b>Measuring the difference</b><br><i>Gorgi Krlev</i> , Research Associate, Centre for Social Investment Heidelberg, Germany                                 |
| Facilitation: <i>Sameera Mehra</i> , Business Manager, CAF Global Alliance   | Facilitation: <i>Fredrik Kron</i> , Chief Executive, IDEELL ARENA, Sweden  | Facilitation: <i>Primoz Sporar</i> , Slovenia  |

14.15-16.00

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16.00-16.30

### Coffee break

16.30-17.15

### EU network-building space

This session will allow members and participants to expand their network of potential partners around EU projects and cross-border learning exchanges. We will provide spaces for discussion on future funding possibilities within Erasmus Plus and Horizon 2020 and on European social entrepreneur exchanges within Erasmus for Young Entrepreneurs. Delegates can register ideas to present at the space in the registration area on arrival.

20.00-22.00

### Knowhow late cafés

The knowhow networking cafés will take place in different informal venues around Zagreb (within walking distance of the Sheraton hotel), enabling members and participants to continue networking and learning together around four special topics. *For locations see practical info pack!*

|   |   |
|---|---|
|  | <b>Social innovation through collaboration</b><br>Host: <i>Hermes Arriaga</i> , Director, Impact Hub Zagreb   |
|  | <b>Creating an enabling environment for social enterprises</b><br>Host: <i>Sonja Vukovic</i> , CEDRA (Cluster for eco-social economy and innovation), Croatia |
|  | <b>Building sustainable partnerships for social enterprises</b><br>Host: <i>Neven Marinovic</i> , Director, Smart Kolektiv, Serbia                            |



09.00-10.45 **Knowhow mini masterclasses** (in parallel)  
Each masterclass stream is composed of two 45-minute expert presentations, followed by Q&A.

| Knowhow for Civil Society   | Knowhow for Social Enterprise   |
|---|---|
|  <b>Ideation and creation for the third sector</b><br><i>Anne Bergvith Sørensen</i><br>Co-founder, Social+, Denmark  |  <b>Cooperative social finance</b><br><i>Goran Jeras</i><br>Director, EBANKA<br>Croatia                                |
|  <b>Advocacy in practice</b><br><i>Daniel Ferrer</i> , European Project Manager, Pere Tarres Foundation, Spain and <i>Monica Plana</i> , Director of Policy, Association of Welfare and Development (ABD), Spain |  <b>Investment readiness</b><br><i>Laura Montenegro</i> , Business Development Analyst, Social Investment Business, UK |
| Facilitation: <i>Sir Stephen Bubb</i> , CEO, Association of Chief Executives of Voluntary Organisations (ACEVO), UK   | Facilitation: <i>Zoran Puljić</i> , Founder-Director, Mozaik Foundation   |

11.00-12.15 **Power to drive positive change: Future knowhow for civil society and social enterprise and the international scene**  
This plenary will begin with a presentation of the findings from the masterclasses by *Stephen J. Barnett*, Chief Executive of Euclid Network. The round table will reflect on these findings and explore what additional skills will be needed for social entrepreneurs and civil society leaders to operate on a European and a global level.

- *Risto Raivio*, Senior Expert, DG Employment, Social Affairs and Inclusion, European Commission
- *Assya Kavrakova*, Director, European Citizen Action Service (ECAS)
- *Andreja Rosandic*, Sustainability Manager, Central and Eastern Europe, NESsT, Croatia
- *Wojciech Rustecki*, Director of Programs and Operations, TechSoup Europe / Poland
- *Marko Zunić*, Secretary General, European Universities Games 2016; Vice-President of the European University Sports Association Technical Commission

Chair: *Eva Varga*, Independent Expert in Social Investment; judge of the European Social Innovation Prize Competition and former member of the EU Social Business Expert Group.

12.15 **Close and farewell**

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## Knowhow Masterclasses

The Euclid Summit Knowhow Masterclasses are an opportunity to learn about contemporary trends and new tools to drive positive change. Run by Euclid Network members and partners, we will be bringing you expertise and foresight on knowhow for people, money and impact.

### Knowhow for Money

#### **Building successful philanthropic fundraising**

*Elitsa Barakova*, Chief Executive, Bulgarian Charities Aid Foundation (BCAF)

[Bulgarian Charities Aid Foundation](#) (BCAF) manages various funds to streamline one-off donations, tailored community investment, corporate programmes and simple fundraising tools for individuals to give through online platforms, text messaging and payroll giving. The beneficiaries range from urgent medical needs to proactive programmes investing in social enterprises and employment facilitation. Drawing on 20 years of experience in philanthropic giving, BCAF will share its knowledge and foresight on fundraising knowhow for non-profits and social enterprises according to changing trends in philanthropy.

#### **Social Impact Bonds: opportunities & challenges for the social innovation sector**

*Daniel Edmiston*, Researcher, Said Business School, Oxford University

Social Impact Bonds (SIBs) are designed to promote social innovation, scale social investment and tackle social exclusion through dynamic services provided by civil society organisations and social enterprises. According to research undertaken as part of the EC-funded [CRESSI](#) project, in the mixed economy of welfare, there are currently relatively few SIBs across Europe. However, as an emerging policy field, the number of contracts is growing and at a remarkably fast rate. Their research shows that SIBs are not only changing the way civil society organisations realise their social mission, they also represent a concerted commitment to transform the landscape and ethos of public sector commissioning.

This masterclass will present the findings from CRESSI on innovative financial instruments for social innovation, focusing on SIBs for civil society organisations and social enterprises.

### Knowhow for People

#### **Leadership Excellence Framework**

*Sandy Farquharson*, Chief Executive, the Marie Trust and *John Wilkes*, Chief Executive, Scottish Refugee Council

[The Association of Chief Officers of Scottish Voluntary Organisations \(ACOSVO\)](#) published a new Leadership Excellence Framework in September 2015, describing a set of key competencies aimed at enhancing leadership capability. The purpose of the framework is to provide guidance on the key skills that all civil society leaders should be demonstrating on a consistent basis. Produced upon consultation with its members, it is a tool that will guide and support civil society leaders in improving not just the performance of the individual and their organisation but civil society as a whole.



**Social Value Generator - from inspirational idea to impact venture**

*Carlos Azevedo, Academic Director, IES Social Business School, Portugal*

[IES Social Business School](#) in Portugal have developed a framework that can be used to build, design and assess a sustainable solution to a specific societal problem identified by a team of social innovators. Through a mix of knowledge sharing, case studies and practical tools, this framework aims to help social entrepreneurs turn an inspirational idea into an impact venture. The process involves three stages: 1) Identifying the problem: 2) creating a value proposition; 3) designing a solution

The masterclass will comprise a balance of new knowledge, tools and case studies, including group work and networking opportunities.

**Measuring the difference**

*Gorgi Krlev, Research Associate, Centre for Social Investment Heidelberg, Germany*

Quantifying social impact is of increasing interest for all stakeholders. To help us make sense of the array of impact measurement tools out there, the [Centre for Social Investment](#) (CSI) in Heidelberg will share their latest insights on key skills and knowhow for measuring the difference you hope your organisation is making.

This masterclass, based on CSI Heidelberg's long-lasting experience in social innovation research, will discuss approaches to impact measurement, distinguishing those that pretend to from those that actually measure impact. The masterclass will look at the most critical questions you need to address in the impact measurement process and the skills required for performing it in order to help you develop a refined social return on investment approach.

**Knowhow for Civil Society****Idea and creation for civil society organisations**

*Anne Bergvith Sørensen, Co-founder, Social+, Denmark*

What does it take to create the right conditions for social innovation in a civil society organisation? [Social+](#) in Denmark have looked in depth into the new conditions and roles needed to create more and better social innovation and social experiments in civil society organisations. During the past four years, they have worked with over 100 organisations to develop social innovation in the third and public sector. They will share its insights on the process organisations need to come up with brilliant ideas and inventions to drive positive change. Participants will also get the chance to reflect and discuss how to implement these conditions and roles in their own organisations.

**Advocacy in practice**

*Daniel Ferrer, European Project Manager, Third Sector Catalonia, Spain and Monica Plana, Director of the Technical, Department at the Association of Welfare and Development*

Many scientific papers and books have been written on the topic of advocacy and lobbying. The purpose of this masterclass, is not to explain how "good advocacy" should be carried out, but rather to share with the audience different cases of good practice, opinions and experiences. Drawing on numerous examples, this interactive masterclass will give the audience the opportunity to reflect and contribute to how advocacy can be still more impactful in its altruistic cause.

## Knowhow for Social Enterprise

### **Cooperative social finance**

*Goran Jeras, Director, EBANKA, Croatia*

The first ethical bank in Croatia, [Ebanka](#), has recently been launched to develop a more social economy and support social innovation in Croatia. Goran Jeras, its founder, spent years of as a financial consultant in the Netherlands which prompted him to change the situation in Croatian banking.

Integrated with cooperative support services and including partners such as CEDRA (national network of social entrepreneurs), the National Foundation for Civil Society Development and the Public Ombudsman, the bank will serve as a service to the community by supporting ventures in local areas such as sustainable ecological agriculture, new technologies and innovation and social entrepreneurship.

### **Investment readiness**

*Laura Montenegro, Social Investment Business, UK*

[Social Investment Business](#) (United Kingdom) will set out the skills and knowhow that organisations need to develop internally and acquire externally in order to secure new forms of investment by building their capacity and improving their performance to increase their social impact. This masterclass will also look at how some of these programmes could be applied with broader European contexts.

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## Speaker profiles



**John Low** was appointed President of Euclid Network in September 2015. Prior to joining CAF, he was Chief Executive at the Royal National Institute for Deaf People (RNID). John moved to the voluntary sector after pursuing a 20-year career in the technology industry. He was awarded a CBE for services to the voluntary sector and to deaf people in 2008, and was previously an Independent Member of the House of Lords Appointments Commission and Chair of the Association of Chief Executives of Voluntary Organisations (ACEVO). John is also a Non-Executive Director of Charity Bank and an Independent Member of Council at City University London. He holds a PhD in Bio-Medical Physics, is a Chartered Engineer, a Companion of the Institute of Management and a fellow of the RSA.



**Natalie Ferber** has been working at the Robert Bosch Stiftung since January 2011. She is Program Officer in “International Relations Europe and its Neighbours” for International Civic Cooperation and the foundation’s activities in Turkey and South-East Europe. Prior to joining the Robert Bosch Stiftung, she was a teacher at the Center for Area Studies of the Friedrich-Alexander-University Erlangen-Nuremberg and worked as an intern at the German Federal Enterprise for International Cooperation (GIZ) for the project Supporting Administrative Reform and Decentralization in Cambodia. Natalie Ferber studied Political Science at the Friedrich-Alexander-University Erlangen-Nuremberg and European Political Sociology at Högskolan Dalarna in Sweden.



**Gojko Bežovan** is Professor of Social Policy and head of the Third Sector Impact Croatia team. He is director of the master and PhD programmes in Social Policy and Head of the Institute for Social Policy. He is informal head of network of academics dealing with research and lectures on civil society/third sector in Croatia and in the region of SESPI- South East European Social Policy Initiative. He is a member of several expert groups dealing with the role of civil society/ third sector in social development issues and also founder and president of CERANEO – Centre for Development of Non-profit Organisations, a Croatian think tank dealing with action oriented research and advocacy on the role of civil society and the third sector in social policy.



**Juliet Cornford** is a Social Enterprise Advisor with the British Council on their Global Social Enterprise programme, which aims to promote the development of social enterprise and social investment to help foster a more sustainable, inclusive and prosperous future for us all. Juliet has been working within the Social Enterprise sector for over 20 years and is the former CEO and a founding member of Social Enterprise NI, the representative body for social enterprises in Northern Ireland. Prior to that, she led on Establishment of the first All Party working group for social enterprise within the Northern Ireland Assembly and has been active in lobbying for legislation around Social Value, social impact, social investment, procurement, co-design and collaborative supply chains.



**Wojciech Rustecki** is Director of Programs and Operations at TechSoup Europe with significant Project and Program Management experience working for non-profit and in a private sector. He oversees program implementation and program development for TechSoup Europe, with a particular interest in technology-led social innovations and the implementation of ICT solutions to strengthen civil society organizations. Since graduating from International Relations and Management faculties at the University of Warsaw, he has lived and worked in Poland, Belgium, and Germany and successfully completed many international projects across Europe.



**Andreja Rosandic** is regional Sustainability Manager at NESsT, responsible for financial sustainability of the CEE region. Until 2013, she held the position of Enterprise Development Manager and was responsible for overseeing and managing planning, implementation, and evaluation of NESsT's Portfolio in Croatia. Prior to joining NESsT, Andreja worked for five years at the Academy for Educational Development (AED) where she was responsible for managing a variety of small grants for various NGOs. She also worked on several EU projects, as an Evaluator for PHARE 2005 and 2006, as well as a Consultant in the field of Vocational Education. In addition, she worked for a year as an advocate of Children's Rights.



**Assya Kavrakova** is the Director of the European Citizen Action Service (ECAS) where she supervises the EU Rights Clinic and the European citizens' initiative's (ECI) support centre. Before joining ECAS, she served for 12 years (2000 – 2012) as the Director of the European Policies and Civic participation Programme at the Open Society Institute (OSI) in Sofia, Bulgaria, where she was leading the analytical and research activity of the European Policies Initiative. Assya is also a Fellow of German Marshall Memorial Fellowship, USA and a Fellow of the International Fellowship Programme, Brussels.



**Risto Raivo** works as senior expert in the European Commission's Directorate General for Employment, Social Affairs and Inclusion. He is part of a team focussing on social entrepreneurship. Previously Mr Raivo worked in the European Commission's DG Education and Culture, where he was successively in charge of the Europe for Citizens programme, vocational education and training policy and DG's cooperation with the OECD. He has also worked for the Committee of the Regions, an EU body representing local and regional authorities. Mr Raivo holds a PhD in social sciences from the University of Tampere in Finland. He has been an elected local councillor in his home town, Pirkkala (FI).



**Marko Zunic** is Secretary General of European Universities Games 2016 where he is responsible for the smooth delivery of the biggest sports in Croatia. With over 5.500 participants expected at the games, Marko relies on a strong network of volunteers (over 1500). He is also the Vice-President of the European University Sports Association Technical Commission where he is responsible for the legislative, logistical and technical of the EUSA Championships. With a strong interest in NGO Management, Marko holds a Master of Law from Rijeka University in Croatia and is part of the MBA cohort 2015 at Cortrugli Business School.



**Eva Varga** is an independent expert in social enterprise development and social investment. She is a Board Member of Euclid Network judge of the European Social Innovation Prize Competition and former member of the EU Social Business Expert Group. She has also held senior roles in NESsT, a major social enterprise funder and supporter operating in Central Europe and Latin America.

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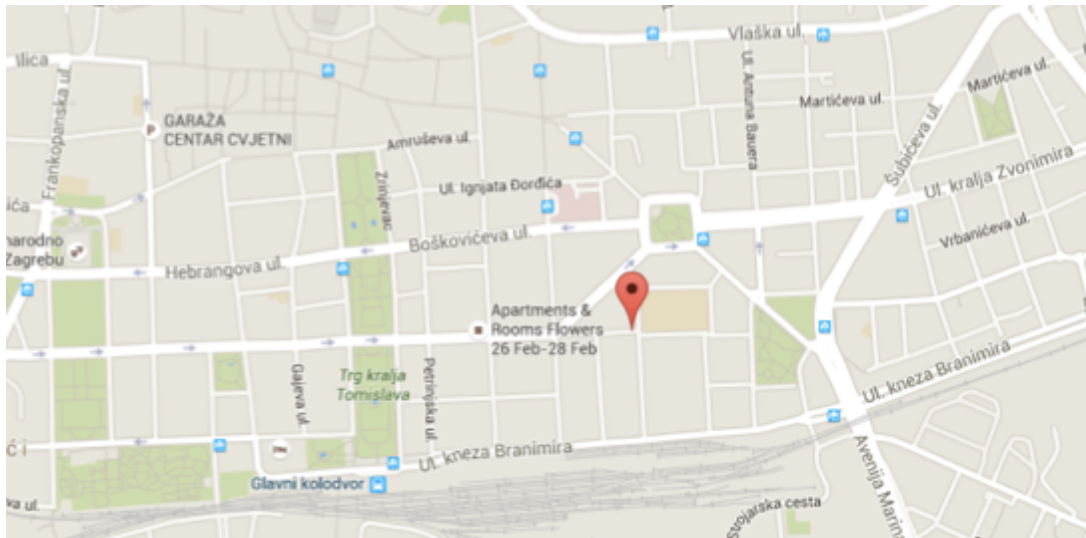
## Practical information

### Getting to the Sheraton Hotel:

[Sheraton Zagreb Hotel](#) will be hosting the Euclid Summit 2016. The hotel is located in the **Centre of Zagreb**, just fifteen minutes from Josip Jelačić square, the main square in Zagreb.

Address: Ul. kneza Borne 2, 10000, Zagreb, Croatia

Tel: +385 1 4553 535



The main airport in Zagreb is [Airport Pleso Zagreb](#) which is served by most airlines.

To get to the city centre from the airport, taxi daily rates range from 200 to 250 kn (€25 to €35) or a special Croatia Airlines bus will take you to Zagreb Bus Station (Autobusni kolodvor Zagreb) for 35 kn (€5).

### Getting around Zagreb: Tram

The main urban transportation system in Zagreb is the **tram**. Tram lines **2, 4, 6, 8, 9 and 13** will take you directly to the Sheraton Zagreb Hotel. For tram lines **2 and 6** exit at **Branimirova station**, whilst for lines **4, 8, 9 and 13** exit at **Sheraton station**. [Download our tram map with markers at both hotel stations.](#)

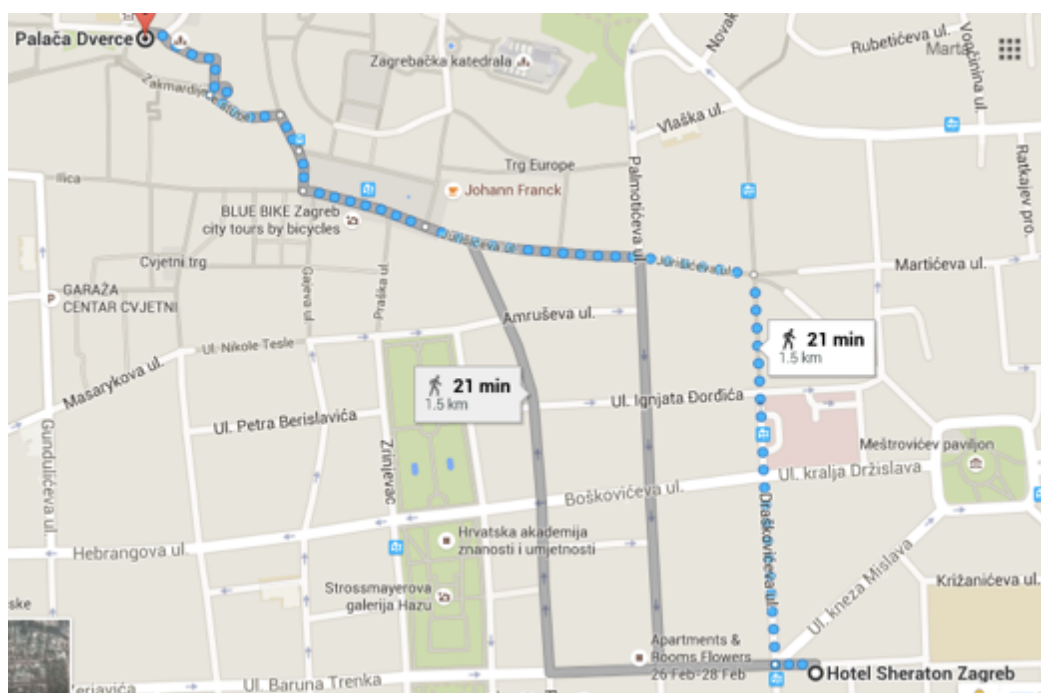
Our delegates will be provided with a **Zagreb Card**, a 72-hour card which allows you to **travel for free** on public transport and **discounts** for most of Zagreb's cultural sites and several restaurants.

### Welcome Buffet Reception, 24th February (Wednesday) 19.00- 22.00

The City of Zagreb will kindly host a buffet reception for Euclid Summit delegates on the evening of 24<sup>th</sup> February. The reception will take place at the **Palača Dverce**, within walking distance of the Sheraton Hotel. For those who are staying at the Sheraton Hotel, we will all meet at 19.00 in the hotel lobby to walk together to the Palace. For others joining us directly at the Palace, please find below the address and some directions:

**Address:** Katarina Sq 6, 10000, Zagreb





## Knowhow Late Cafes, 25<sup>th</sup> February (Thursday) 20.00-22.00

After a productive day, we will continue the discussions by raising a glass with peers from across Europe in our Knowhow Late Cafés across the city of Zagreb! Networking cafes will take place in different informal venues around Zagreb (within walking distance of the Sheraton hotel), enabling members and participants to continue networking and learning together around three special topics.

**Please find more information on the practical aspects of these sessions in your 'Knowhow Late Café Information Pack'.**