



## Naples 2.0: International Social Innovation Competition

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### International Conference, Naples 21 – 23 September

*The event aims at giving a full experience how social innovation works: touching, learning, sharing, celebrating it.*

*As an international symbol of failure of state-led and market-led solutions Naples offers an opportunity to test social innovation as a living laboratory and prove that it can succeed where traditional recipes have failed.*

*Naples has been chosen as a case study of our changing world: traditional powers are losing control, power spreads across boundaries and citizens left alone must take care of their lives and communities. When old powers fade away new ones emerge. Naples encompasses a scenario that might spread across borders in the future: organised crime and civil society battle to take the lead in society.*

*On 21<sup>st</sup> September we will start touching and tasting the places once occupied by Camorra, the international criminal group based in Naples, and now transformed by civil society.*

*On 22<sup>nd</sup> September we will learn how social innovation works. We will start with Naples and move to other stories of social innovation from across Europe and beyond. Social innovation triggers new solutions and innovative approaches to solve persisting problems in society, engaging people from design to delivery. Its strength is to connect beyond borders and boundaries building a new vision for society.*

*On 23<sup>rd</sup> September we will start sharing knowledge and expertise and end with celebrating social innovation. This event is also the conclusion of the social innovation competition. The finalists amongst all the social innovators from across the world called to provide solutions for 6 dramatic challenges in Naples - will compete to win the opportunity to implement their ideas.*

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# Wednesday, 21.09.2011

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## 'Touching'

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09:00 – 16:00

- “Transformation Tour”: participants will visit the places run by Camorra and now transformed by civil society
  - Guided tour around Naples to places where former Camorra properties have been transferred by civil society to benefit society
  - Visit to: Casal di Principe, Castel Volturno  
Lunch organised by local cooperative Terre di Don Pepe Diana

*Participants have to book in advance and will pay a fee to cover the transport and meal*

### Evening

- Dinner (optional)
  - Networking opportunity for members

*A fixed menu has been arranged. Participants will cover the cost individually.*

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# Thursday, 22.09.2011

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## 'Learning'

Venue: Sala Convegni – Chamber of commerce of Naples

Bovio square Via S. Aspreno, 2

*Morning Session for Euclid Network Members only. Other participants are welcome to take part as observers on request.*

- 09:00            Registration (Tea and Coffee)
- 09:30            **Welcome and Introductions**  
Thierry Weishaupt, President, Euclid Networks and CEO, RES (France)
- Presentation of Impact Report
  - Results of Board Election
- 09:40            **Open Discussion on Euclid Network's future scenarios and goals**  
Facilitated by: Patrick Schröder, Secretary General, Kfuk Kfum (Sweden)
- 11:30            Closing Remarks Launch of **I-SIN**, the Italian Social Innovation Network
- 12:00            Lunch

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# Public event

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Venue: Sala Borsa – Main Hall of the Chamber of Commerce of Naples

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Bovio square Via S. Aspreno, 2

## Thursday, 22.09.2011

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13:45 Registration opens

14:30 **Setting the Scene: Aim & Objectives of the Conference**

*Maurizio Carrara, UniCredit Foundation; Filippo Addarii, Euclid Network;*

14:40 Our vision of social innovation for Naples: public crisis – people’s answer

- Video presented by *Emiliana Mellone, CleaNap*
- Comments by *Virman Cusenza*

15:00 **Institutional greetings**

*Maurizio Maddaloni, President of Naples Chamber of Commerce*

*Mercedes Bresso, President of the Committee of the Regions*

*Luigi De Magistris, Mayor of Naples City Council*

*Stefano Caldoro, President of Campania Region*

15:20 **Panel Sessions on Social Innovation**

Facilitated: *Paul Adamson, Publisher, E!Sharp (Belgium)*

15:20 Panel 1: Case studies of social innovation

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- *Faraz Khan*, Seed Ventures (Pakistan): Social innovation in very challenging places
- *Carlos Fernandez*, Social Innovation Park and Hiriko (Spain): Large scale social innovation
- *Stephen Bubb*, ACEVO (UK): Big Society Capital

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16:00 Questions and Discussions

16:30 Coffee break

17:00 Panel 2: European Policy on social innovation

- *Louise Pulford*, Social Innovation eXchange (SIX)
- *Tony Venables*, ECAS
- *Karl Richter*, JenLi Foundation: European Social Investment Facility

17:30 Questions and Discussions

18:00 Conclusions by *Paul Adamson*, E!Sharp

### Evening

19:30 Network Dinner at UniCredit Bank, Via Verdi, **Participation by invitation only**

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# Friday, 23.09.2011

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## 'Sharing'

Venue: Sala Convegni / Parlamentino / Consiglio / Brun – Chamber of commerce of Naples  
Via S. Aspreno, 2

08:30 – Arrival of the delegates

**Fringe Event** (half day): *Video Workshop on how to portray social innovation run by Barry Crisp (Creative Director, i-genius). Participants will develop creative ideas to tell a story via film and media. The fringe event will show how to tell a story, how to make it without a budget and how you can use social media to promote your organisation. [max. 20 participants] – Sala Brun*

**Morning** (09:00-11:30)

09:00            **Welcome and Introductions:**

Chris Sigaloff, Knowledge Land (the Netherlands) - Introduction on: *Innovation in Methods*

09:15            **Open Space on “how you do it: social innovation, social enterprise, social investments”** - Sala Parlamentino and Consiglio

*The Open Space will bring together the knowledge of all participants. It will allow participants to set the working agenda themselves by proposing topics for the workshops and chairing those. The central topic will be around social innovation, social investment and social enterprise.*

09:45            Breakout session on the European Year of Volunteering sponsored by CSV Napoli – Sala Convegni

- 09:45 - 10:30    Session 1
- 10:45 - 11:15    Session 2

11:15            Coffee break (outside Sala Convegni)

11:30            Wrap up and summaries of the Open Space (Sala Convegni)

12:00            Walk to Museum Diocesano Napoli

12:30            Light Lunch

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# Awards Ceremony

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## 'Celebrating'

Venue: Museum Diocesano Napoli, Largo Donnaregina, 80134 Naples

## Friday 23.09.2011

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13:45-14:15 Arrivial of Participants

14:30 **Welcome and Introductions**

Chairman: *Maurizio Carrara*, President UniCredit Foundation

*Cardinale Crescenzo Sepe*, Archbishop of Naples

*Gianni Pittella*, Vice President of the European Parliament

*Alessandro Laterza*, President of UniCredit territorial council south

*Antonio Preto*, Chef de Cabinet of Commissioner Antonio Tajani – key note speech on opportunities offered by the EU Commission

15:15 **Award Ceremony for National Competition**

Presenter: *Giuseppe Zollo*, Campania Innovazione

*Ferdinando Flagiello*, ConfCooperative Napoli

The Italian speaking young entrepreneurs will be awarded. The six winners will get support to get an Erasmus for Young Entrepreneurs bursary and Euclid Network will help the winners from the international competition to implement their solution

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15:45 **Award Ceremony for International Competition**

Chairman: *David Lane*, University of Modena and Reggio Emilia and board member of the Santa Fe institute for Complexity Studies

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16:00 Challenge 1: Turning the villa into a social enterprise:

- *Francesca Ferraresi* (The Hub) will introduce the challenge
- The two finalists will present their ideas
- Closing remarks by *Cecilia Sala*

16:20 Challenge 2: Making a Roman bath accessible and sustainable:

- *Carlo Borgomeo* (Fondazione CON IL SUD) will introduce the challenge
- The two finalists will present their ideas
- Closing remarks by Carlo Borgomeo

16:40 Break

17:00 Challenge 3: A new business model for a volunteering organisation

- *American Consul Donald Moore* (US Consul) will introduce the challenge
- The two finalists will present their ideas
- Closing remarks by Donald Moore

17:20 Challenge 4: A new business model for Maestri di Strada

- *Francesco Giacomini* (UniCredit) will introduce the challenge
- The two finalists will present their ideas
- Closing remarks by Francesco Giacomini

17:40 Challenge 5: New approach for social inclusion of Roma people

- *Oliver Rothschild* (Rothschild Advisors) will introduce the challenge
- The two finalists will present their ideas
- Closing remarks by Oliver Rothschild

18:00 Challenge 6: New, sustainable approach for textile recycling company:

- *Chris Sigaloff* (Kennisland) will introduce the challenge
- The two finalists will present their ideas
- Closing remarks by Chris Sigaloff

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- 18:20 The jury will reconvene and select the winners
- 18:50 Closing Remarks and announcement of winners by  
Marco Traversi, CEO Project Ahead  
Thierry Weishaupt, President Euclid Network
- 19.15 Awards End

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