

Making Social Innovation Happen

EWMD International Conference 2012

November 10th, 2012

Europahaus | Mayrhofen im Zillertal | Austria



Press Information

EWMD International Conference 2012 “Making Social Innovation Happen”

Mayrhofen, Austria, October 2012. **On 10th of November the International Conference 2012 of European Women Management Development Network (EWMD) will be held in Mayrhofen, Austria. The theme of the Conference is “Making Social Innovation Happen”. It describes the demanding goal of playing an active part in creating a better economy and society for the future. Many people all over the world have realized that such change is essential in view of financial, political and economic crises. Established solutions that worked well until recently, such as purely quantitative growth, ever-increasing efficiency or progress focused solely on technology, are no longer adequate to meet the challenges and crises we now face. For that reason EWMD as an international business network is aiming to bring this innovative topic to their members through lectures from high class experts and dynamic workshops.**

In general, “social innovation” sums up all the new and innovative ideas that help us to recognize and solve the problems of our world, like ageing populations, unemployment, poverty, economic and political insecurity or climate change, across international and organizational boundaries in a foresighted way. Social innovation welcomes unusual or radical ideas for finding ways of living, working and communicating with one another and enabling us to play a part in shaping a sustainable model for a successful future where life is worth living.

The EWMD conference will focus particularly on themes most of the members are concerned with, such as innovative forms of finance for small and medium-sized companies, life-cycle oriented work concepts or gender diversity.

Everyone can play an active role

During the presentations and workshops the participants of the conference will be trying to find out how each one of them, in their roles as leaders, experts and women or men, can create the best possible conditions for social innovation in their companies, the economy and society. The topic is ideally suited to discussion in an international business network, since social innovation should result in lasting changes in existing behavior patterns.

Have both – fun and success

Numerous studies confirm that two important factors are responsible for the success of comprehensive change processes: motivation and a common orientation. The EWMD International Conference combines top-class expert presentations with intensive dialogue-oriented workshops and an inspiring supporting program. It is an ideal platform for getting creative and future-oriented processes started.

All perspectives are needed – global, national and regional – because each of the participants will have to meet the challenge and put innovative ideas into practice in their own individual environments. The goal of the conference is to generate a series of specific options for action that each participant can put into practice in their daily lives. Another goal is to define general conditions for social innovation in business and politics.

A varied evening programme will also be offered, putting the regional advantages of Mayrhofen in focus.

Additional to the main conference there will be the Annual General Meeting of the EWMD Austrian chapter on 9th of November and the international EWMD Annual General Meeting on 11th of November held on the same location.

About EWMD:

EWMD is an international network of individual and corporate members, drawn from professional organisations and all areas of business, education, politics and culture.

EWMD was founded in 1984 with the vision to improve the quality of management with respect to people, children, age and the cultural diversity of Europe. Women and men as individuals, double career couples or families should have a balanced work and private life.

EWMD has members in more than 40 cities in Europe and some more in the United States, South Africa and Asia. There are active national chapters, and a growing number of city networks. Members are connected in local and in online communities, with blogs, wikis and mailing lists.

The network highlight is the international conference every year, which focuses on a broad spectrum of issues relating to new trends. Also smaller cross-border-meetings with time for networking and interactive workshops are getting more and more important.

EWMD – principle:

The purpose of EWMD is to promote women's careers in management and further develop the knowledge and skills of female executives on a national and international level.

EWMD – key issues:

- Diversity in management and business
- Leadership styles and best practices
- Work-life balance and patterns
- Life cycle awareness from 30-80
- Role models for high potentials
- Life styles of successful women
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Questions and details:

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Registration for the conference:

<http://conference2012.ewmd.org>

Conference all-inclusive price: 250 € (incl. dinner)

AGENDA - EWMD International Conference 2012, November 10th, 2012, Mayrhofen

Saturday, 10th November

- 07:30 - 08:00** **Registration**
- 08:00 - 08:40** Welcome Speeches EWMD
- 08:40 - 09:00** **Gabriele Heinisch-Hosek**
Federal Minister for Women and Civil Services, Austria
- 09:00 - 10:00** **Univ. Prof. Mag. Dr. Josef Hochgerner**
Head of Centre for Social Innovation (ZSI Austria)
Burning Platform – Status quo and challenges in Europe and worldwide – necessity for change
Social Innovation as future oriented approach – What exactly is social innovation? What is the theory behind it? Which areas are covered?
- 10:00 - 10:30** Coffee Break
- 10:30 - 12:00** **Case Studies – Successful projects to illustrate the benefit of Social Innovation**
- Dr. Ibrahim Abouleish**
Chairman SEKEM, Egypt, former winner of the Alternative Nobel Prize
SEKEM – a sustainable development initiative in Egypt, initiated by Dr. Abouleish in 1977
- Carmen Niethammer**
International Finance Corporation, World Bank Group, USA
The IFC's Women in Business-Program
- Prof. Dr. Margrit Kennedy**
Founder of MonNetA-foundation, Germany
Complementary currencies as a pathway to create new, sustainable monetary systems
- 12:00 - 13:00** **Valerie Keller, MBA**
CEO of Veritas, Associate Fellow of Oxford University, Said Business School, Young Global Leader of the World Economic Forum 2012
The impact women's empowerment and diverse teams can make as success factors in social innovation processes
- 13:00 - 14:30** Lunch Break & Networking
- 14:30 - 15:30** **Presentations & Workshop Sessions | Applied Social Innovation | Good Practice**
- Ms Ufuk Tarhan**
Digital Futurist, Strategist, Blogger, Founder of M-GEN, Turkey
Developping mindsets to shape the future the way we wish it to be
- Prof. Dr. Margrit Kennedy**
Founder of MonNetA-foundation, Germany
Complementary currencies as a pathway to create new, sustainable monetary systems

Apl. Prof.in Dr.in phil Felizitas Sagebiel

University of Wuppertal, Germany

Changing the perception of engineering professions towards future demands esp. by deconstructing & transforming gender stereotypes

Maga Andrea Höglinger

Austrian Research Promotion Agency (FFG), Austria

The strategies of SI & of Gender Mainstreaming as innovative approaches put into practice within the funding programs of the Austrian Research Promotion Agency (FFG)

Dlin Ursula Spannberger

Architect and Mediator EWMD Austria, Chairwoman EWMD chapter Salzburg, Austria

Introducing the concept of social sustainability

Dr.in Gisela Reinl

Introducing the concept of "Gemeinwohlökonomie"

How it works. How to take part in it.

How to create your own "Gemeinwohl-Bilanz"– no matter if you are a global player, a midsize company or a one-person-self-employed-mini-enterprise

Assoc.Prof. Dr. Ms Oznur Yurt (PhD)

Director of The Center for Innovative Entrepreneurship

Izmir University of Economics, Turkey

Social Innovation Practices from Turkey.

Including SI-activities of the strategic partner, Center of Social Innovation in Turkey

15:30 - 16:00	Coffee Break
16:00 - 17:30	Worldcafe: How to enable social innovation
17:30 - 18:00	Presentation of 10 Key Requirements for Social Innovation, outcome of workshops
18:00 - 18:30	Summary & Outlook
19:30	Dinner