



CITY OF ATHENS

## Social innovators in the City of Athens

29-30 November 2017

### DAY 1 / NOVEMBER 29 / PUBLIC EVENT

**Time:** 10.00 to 14.00 h

**Venue:** City's Council Room, 2<sup>nd</sup> floor, City Hall, 63 Athinas Str.

**Target audience:** Public Administration, Agencies, Ministries, City Council, social entrepreneurs, foundations, NGOs, etc.

09.30	Reception / Coffee	
10.00	Welcome	<b>Master of Ceremony: Dimitris Konstantopoulos</b>
10.05	Official welcome	<b>Georgios Kaminis, Mayor of Athens (tbc)</b>
10.15	Introduction panel	<b>Miquel de Paladella, CEO of UpSocial</b>  <b>Maria Stratigaki, Vice Mayor for Social Solidarity, Welfare &amp; Equality</b> <b>Amalia Zepou, Vice Mayor for Civil Society &amp; Innovation</b> <b>Myrto Xanthopoulou, Representative of Stavros Niarchos Foundation</b> <b>Grammatiki Papazoglou, Head of Childhood, Education and Lifelong Learning Department</b>
<i>Master of Ceremony gives the floor to the first panel of innovations</i>		
10.40	Youth Unemployment Panel	<b>Rodrigo Kon - Francisco Ruiz, Forge (Argentina)</b> <b>Robert Roth, Job Factory (Switzerland)</b>
11.10	Questions from the public	Moderated by the Master of Ceremony
<i>Master of Ceremony gives the floor to the second panel of innovations</i>		
11.30	Long-term Unemployment Panel	<b>Henrik Thomsen, Specialisterne (Denmark)</b> <b>Junior Smart, SOS Project (United Kingdom)</b>
12.15	Questions from the public	Moderated by the Master of Ceremony
<i>Master of Ceremony gives the floor to the third panel of innovations</i>		
12.40	Children at risk of exclusion Panel	<b>Amos Carmeli, The Perach Tutorial Project (Israel)</b> <b>Claudia Toet, Jongerenloket (Netherlands)</b>
13.10	Questions from the public	Moderated by the Master of Ceremony
<i>Master of Ceremony gives the floor to the next speaker</i>		
13.30	Closing words	<b>Miquel de Paladella. CEO of UpSocial</b>
13.45	End	<i>Light lunch</i>



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DAY 2 / NOVEMBER 30 / WORKSHOPS

<p>08.30 to 10.00</p>	<p><b>Discovering Hands</b> <b>Germany</b> A personalised, diagnostically superior, low-cost breast examination method that provides an entirely new professional path for blind and visually impaired women. This method enables them to work in the primary healthcare sector not “despite their disability”, but “because of their capabilities”, whilst at the same time enhancing women’s healthcare experience.  <b>Host:</b> Maria Stratigaki, Vice Mayor for Social Solidarity, Welfare &amp; Equality  <b>Venue:</b> Ceremonial Room, 1st floor, City Hall, 63 Athinas Str.</p>	<p><b>Innovator: Frank Hoffmann</b> <b>Audience:</b></p> <ul style="list-style-type: none"> <li>• Blind and visually impaired community (local associations, foundations).</li> <li>• Local authorities responsible for vocational training of people with disabilities.</li> <li>• Public and private health care funds.</li> <li>• Public and private health care providers.</li> <li>• Funders (especially for a feasibility study and pilot): social venture funds, government, health care funds, banks, and private investment.</li> <li>• Important to count on the complicity of health professionals. Professional Associations.</li> <li>• Jury members: Théodora Papadimitriou (Municipality of Athens)</li> </ul>
<p>10.00 to 11.30</p>	<p><b>Specialisterne</b> Denmark Provides employment to people with autism or Asperger syndrome for their ability to effectively perform repetitive tasks that require a lot of concentration, such as data entry and programme testing. The goal is to create one million jobs for people with autism and transform society’s perception of people with this condition.  <b>Host:</b> Grammatiki Papazoglou, Head of Childhood, Education and Lifelong Learning Department  <b>Venue:</b> Ceremonial Room, 1st floor, City Hall, 63 Athinas Str.</p>	<p><b>Innovator: Henrik Thomsen</b> <b>Audience:</b></p> <ul style="list-style-type: none"> <li>• Interested and committed clients from: <ul style="list-style-type: none"> <li>o The corporate sector. Small and large businesses from different sectors -mainly back office and IT. (i.e. SAP, Microsoft, Banco Itaú, JP Morgan, Deloitte, HP).</li> <li>o The public sector: Local job centres and Vocational Rehabilitation centres.</li> </ul> </li> <li>• Public institutions (can provide space for operation; trainers and technical assessment for intervention). Policy and opinion makers.</li> <li>• Funders for initial investment (I.E. Business angels, State loans/grants, private investment, philanthropy, social investment funds).</li> <li>• ASD Community (individuals with ASD, parents associations and related groups).</li> <li>• Referral systems and local changemakers (Psychologists, psychiatrists, mental health centres, diagnostic centres, occupation centres, universities, social media): <ul style="list-style-type: none"> <li>o Interest organisations and NGOs.</li> <li>o Professional and business networks.</li> <li>o Social entrepreneurs.</li> </ul> </li> <li>• Other key partners: <ul style="list-style-type: none"> <li>o Ashoka.</li> <li>o Denis Avrillionis, Ph. D. entrepreneur and venture advisor.</li> </ul> </li> </ul>
<p>09.00 to 11.30</p>	<p><b>Forge</b> <b>Argentina</b> A programme that addresses the</p>	<p><b>Innovators: Francisco Ruiz, Rodrigo Kon.</b> <b>Audience:</b></p> <ul style="list-style-type: none"> <li>• Local organisations to partner with. I.E.: <ul style="list-style-type: none"> <li>o Non-profits working on youth development.</li> </ul> </li> </ul>



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	<p>difficulties faced by vulnerable young people in accessing a quality first job, through a combination of training, mentoring and learning in the workplace.</p> <p><b>Host:</b> Amalia Zepou, Vice Mayor for Civil Society &amp; Innovation</p> <p><b>Venue:</b> City's Council Room, 2nd floor, City Hall, 63 Athinas Str.</p>	<ul style="list-style-type: none"> <li>○ Companies willing to implement the programme by themselves.</li> <li>○ Technical Schools Networks.</li> <li>○ Ministry of Education</li> <li>○ Institutes of Technological Education.</li> <li>○ Organisations bringing technology and social innovation into the educational system.</li> <li>• Key bi-directional alliances: <ul style="list-style-type: none"> <li>○ Local schools network (Secondary schools serving as a referral system, and providing space for training sessions, etc).</li> <li>○ Local business network (committed companies and businesses offering training, quality jobs and Corporate Social Responsibility policies).</li> </ul> </li> <li>• Association and collaboration with: <ul style="list-style-type: none"> <li>○ NGOs.</li> <li>○ Educational System.</li> <li>○ Citizen sector organisations.</li> <li>○ Universities.</li> <li>○ Government and local Authorities.</li> </ul> </li> <li>• Funders: <ul style="list-style-type: none"> <li>○ CSR from the Local Business Network.</li> <li>○ Private donations (NGOs, companies and individuals).</li> <li>○ Competitive private and public funds and subsidies, from companies, governments, and multilateral development banks.</li> </ul> </li> </ul>
<p>11.30 to 13.00 Parallel sessions</p>	<p><b>The Perach Tutorial Project</b> <b>Israel</b></p> <p>The model pairs up the neediest children from disadvantaged backgrounds with the best and most able university students, who act as mentors, offering personalised attention that helps participants realise their potential and increase their motivation</p> <p><b>Host:</b> Grammatiki Papazoglou, Head of Childhood, Education and Lifelong Learning Department</p> <p><b>Venue:</b> Ceremonial Room, 1<sup>st</sup> floor, City Hall, 63 Athinas Str.</p>	<p><b>Innovator:</b> Amos Carmeli</p> <p><b>Audience:</b></p> <ul style="list-style-type: none"> <li>• Universities.</li> <li>• Schools.</li> <li>• Institutional stakeholders: <ul style="list-style-type: none"> <li>○ Local government.</li> <li>○ Ministry of Education.</li> </ul> </li> <li>• Community partners <ul style="list-style-type: none"> <li>○ Social organisations working with population at risk (ethnic minorities, immigrants, parents in jail, single-parent families...).</li> <li>○ Student organisations.</li> <li>○ Foundations.</li> </ul> </li> <li>• Project management entity (it has to be big enough to operate throughout the territory).</li> <li>• Jury members: Judith Wunderlich-Antoniou (Elix).</li> </ul>
	<p><b>SOS Project</b> <b>United Kingdom</b></p> <p>A holistic peer-to-peer mentoring programme run by ex-offenders that reintegrates former prisoners back into society and prevents young</p>	<p><b>Innovator:</b> Junior Smart</p> <p><b>Audience:</b></p> <ul style="list-style-type: none"> <li>• Associations of ex-offenders.</li> <li>• Organisations working on the reintegration of excluded groups.</li> <li>• Penitentiary institutions.</li> <li>• Social welfare services.</li> </ul>



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	<p>people from getting involved in crime. It not only helps to cut re-offending rates, but also impacts the mentors themselves, who become professional caseworkers, increasing their skills and employment prospects.</p> <p><b>Host:</b> Maria Stratigaki, Vice Mayor for Social Solidarity, Welfare &amp; Equality</p> <p><b>Venue:</b> City' s Council Room, 2nd floor, City Hall, 63 Athinas Str.</p>	<ul style="list-style-type: none"> <li>• Local authorities responsible for vocational training in the social field.</li> <li>• Funders: <ul style="list-style-type: none"> <li>○ Social Impact Bonds.</li> <li>○ Corporations.</li> <li>○ Foundations and individual philanthropists (SNF supported SOS).</li> </ul> </li> </ul>
13.00 to 14.30	<p><b>Jongerenloket</b> <b>Netherlands</b></p> <p>A one-stop-shop service and a hub of resources for youth at risk of exclusion, managed by the municipality; it forms a single institution where young people can go for assistance relating to education, housing, health, entrepreneurship and other issues.</p> <p><b>Host:</b> Maria Stratigaki, Vice Mayor for Social Solidarity, Welfare &amp; Equality</p> <p><b>Venue:</b> City' s Council Room, 2nd floor, City Hall, 63 Athinas Str.</p>	<p><b>Innovator:</b> <b>Claudia Toet</b></p> <p><b>Audience:</b></p> <ul style="list-style-type: none"> <li>• Institutional stakeholders: <ul style="list-style-type: none"> <li>○ Local authorities.</li> <li>○ Government.</li> </ul> </li> <li>• Public agencies (user referral): <ul style="list-style-type: none"> <li>○ Work and Income agencies.</li> <li>○ Education (vocational training institutions).</li> <li>○ Youth care professionals and programmes.</li> <li>○ Social support services.</li> <li>○ NGOs working with youth.</li> <li>○ Reintegrational instruments.</li> </ul> </li> </ul>
14.30 to 16.00	<p><b>Job Factory</b> <b>Switzerland</b></p> <p>A for-profit organisation that provides vocational training and coaching to unemployed youth and offers them internships in production, services or sales.</p> <p><b>Host:</b> Amalia Zepou, Vice Mayor for Civil Society &amp; Innovation</p> <p><b>Venue:</b> City' s Council Room, 2nd floor, City Hall, 63 Athinas Str.</p>	<p><b>Innovator:</b> <b>Robert Roth, Andrea Zipperer.</b></p> <p><b>Audience:</b></p> <ul style="list-style-type: none"> <li>• Dedicated entrepreneurs from the business field with knowhow about businesses, products and services, and a strong network among stakeholders.</li> <li>• Public institutions (user referral): <ul style="list-style-type: none"> <li>○ Unemployment aid.</li> <li>○ Social welfare.</li> <li>○ Schools.</li> <li>○ Youth offices.</li> </ul> </li> <li>• Financial support and human resources (not full funding, as the project has its own business model): <ul style="list-style-type: none"> <li>○ Public institutions.</li> <li>○ Private institutions (sponsors, crowdfunding, business angels, banks, private investment).</li> </ul> </li> <li>• Synergies and cooperation with: <ul style="list-style-type: none"> <li>○ Trade associations.</li> <li>○ Unions.</li> <li>○ Communities of interest in the social field.</li> <li>○ Political authorities and public administration</li> </ul> </li> </ul>



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