



# 2014

November, 10-11

Journeys to Impact



# Social Entrepreneurship Forum in Riga

## Workshop 2

### Theory of Change – understanding and applying the concept

The workshop will consist of an introduction to the Theory of Change (ToC), understanding the basic elements of ToC and the logic behind the process. It will help participants to identify how and when to use the Theory of Change, as well as its uses and benefits in planning and outcome measurement.

**Alexandra Castro**, Impact Coordinator, Reach for Change, Sweden

<http://reachforchange.org/>

## Discussion

### Social entrepreneurship in Latvia – Quo Vadis?

The purpose of this discussion will be to get an update as to where things stand regarding the social enterprise concept and law in Latvia and to think cooperatively on how to move forward to promote development of social entrepreneurship in Latvia.

#### In Latvian

**Imants Lipskis**, Director of Labour Market Policy Department, Ministry of Welfare, Latvia;  
**Daina Fromholde**, Senior Expert, Labour Market Policy Department, Ministry of Welfare, Latvia;  
**Andris Pārups**, Head, Export Promotion Division, Investment and Development Agency of Latvia;  
**Solvita Kostjukova**, Co-founder, Social Enterprise Lude, Latvia;  
**Pauls Irbins**, Childrens Science Center Z(in)oo, Latvia;  
**Andra Feldmane**, Advisor, Latvian Association of Local and Regional Governments;  
**Ieva Morica**, Foundation for an Open Society DOTS  
**Nina Linde**, Board Chair, Economics Institute of the Latvian Academy of Science; Director, “Creatura” Ltd; business consultant, researcher

Latvijas Zinātņu akadēmijas Ekonomikas institūta valdes priekšsēdētāja, SIA „Creatura” direktore, biznesa konsultante, pētniece

**Moderator: Dr. Liesma Ose**, Chair, Latvian Community Initiatives Foundation

16:00 – 16:30

Networking break

16:30 – 17:30

Wrap-up of the day and reports from the moderators of the workshops/questions/answers/reflections

17:30 – 18:00

OPTIONAL

**Guided tour of the Latvian National Library (in English)**

or

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## Workshop

Who are you? Are you a Mother Theresa or a Richard Branson? How can one bring together the heart of a do-gooder with the mindset of an entrepreneur? Join us for a game which will help you to understand yourself more!

**Agnese Megne**, Career counsellor and director of "Arodaģentūra" career centre

**In Latvian with simultaneous translation into English**

18:00 – 20:00

Evening social event / networking / reception on the top floor of the Latvian National Library

TUESDAY, NOVEMBER 11, 2014

08:30 – 09:00

Morning coffee

09:00 – 10:30

**How much of an impact does the social enterprise sector have: taking the stock of developments in the social entrepreneurship field in the Baltic sea region**

**Jaan Aps**, Chair of the Management Board, Estonian Social Enterprise Network, Estonia

**Renate Lukjanska**, Board Chair, Social Innovation Centre, Latvia

**Mindaugas Danys**, Director, Social and Economic Development Centre, Lithuania

**Kinga Zglinicka**, Trainer and Consultant, Civil Initiatives Development Centre CRIS, Rybnik, Poland

**Per Bach**, Chairman, Social Entrepreneurs in Denmark

**Bert-Ola Bergstrand**, Founder and Board Chair, Social Kapital Forum, Sweden

**Iiro Niemi**, Board Member and Co-founder, Social Entrepreneurship Academy of Finland.

Moderator: **Ieva Morica**, Foundation for an Open Society DOTS

10:30 – 11:00

Coffee Break

11:00 – 12:30

**Social Impact Investment**

**Rod Schwartz**, CEO of ClearlySo, United Kingdom

Setting the scene on social impact investment / what drives impact investors / what is the "impact" that impact investors are looking for?

**Andris Berzins**, Director of the Latvian Samaritan Association

The journey of building the impact of the Latvian Samaritan association

12:30 – 13:30

Lunch Break

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<b>13:30 – 15:30</b>	<b>Workshop 1</b> <b>A practical system for impact analysis and communication</b>  How to analyse your intended impact practically yet systematically, and in what ways you can use the results of the analysis immediately and attractively in your communication channels. The workshop shares experience from Estonia (standardized outcome and impact communication reports for social enterprises). You will get an opportunity to test out some of the methods so bring along some paper and a pen.  <b>Jaan Aps</b> Chairman of the Management Board, Estonian Social Enterprise Network	<b>Workshop 2</b> <b>Three models to impact, and Social Value Proposition</b>  A workshop to help you understand ways to generate or increase your impact through the 'three models' approach and develop a Social Value Proposition for your social enterprise  <b>Phil Tulba</b> Social entrepreneur, presenter and consultant, UK	<b>Workshop 3</b> <b>Investment readiness of social enterprises – what makes a social enterprise attractive for investors</b>  <b>Rod Schwartz</b> , CEO of ClearlySo  <b>With a simultaneous translation into Latvian</b>
<b>15:30 – 16:00</b>	Networking break		
<b>16:00 – 16:30</b>	Reports from the moderators of the workshops/questions and answers / closing of the Forum		