

# Social Innovations in the Marketplace: Getting our young people back into jobs

## Monday 24 June

- 10.00- 10.30**                    **Welcome and introductions from SIX and PSIJ**
- 10.30- 12.00**                    **Setting the scene: What is the problem, and what does social innovation have to offer?**  
Learning a Living: Global perspective with Valerie Hannon, (Innovation Unit, and author of the 2012 WISE Book, UK)  
Making it Work (Jo Casebourne, Nesta, UK)
- 12.00- 13.00**                    **What's working?** Pecha Kucha style case studies from around the world with Ada Wong, Make a Difference, Hong Kong; Wray Irwin, University of Northampton/ Ashoka Changemaker Campus, UK; Thijs van Exel, KnowledgeLand, Netherlands; Sophie Riviere, 2iE, Burkina Faso)
- 13.00- 14.00**                    **Lunch break**
- 14.00- 15.30**                    ***How do you create and shape new job markets suitable for a 21<sup>st</sup> century workforce?***  
Inspiration point: Reydon Otonde, Digital Data Divide, Kenya  
Followed by 3x parallel participant led deep dive workshops (Sondra Myers, University of Scranton, US and Tracy Fishwick, Transform Lives Company, UK and Sandra Hlebs, British Council, Slovenia)
- 15.30- 15.45**                    **Break**
- 15.45- 17.30**                    ***Unusual suspects: mobilising outsiders to catalyse, change and move young people towards employment and business?***  
Inspiration point: Eddy Adams, URBACT TPM, UK  
Followed by 3x parallel participant led deep dive workshops (Eugenie Teasley, Spark and Mettle, UK; Emma Clarence, LEED OECD, Italy; Ali Khan, European Foundations Centre, Belgium)
- 18.00- 20.00**                    **Welcoming Reception** with Rich Negrin, Managing Director, City of Philadelphia, Rob Wonderling (President and CEO, Greater Philadelphia chamber of commerce), Dr. Hithe (Superintendent, Schools for the Philadelphia School District) and John Wolf (President, Eisenhower Fellowships)

## Tuesday 25 June

- 09.30- 10.00**                    **Morning session: Welcome back**
- 10.00- 12.00**                    ***What are education institutions doing to help young people prepare for new economies?***  
Inspiration point: Andrea Coleman, Office of Innovation, NY City Department of Education, US  
Followed by 2x parallel participant led deep dive workshops (Cory Bowman, Netter Center for Community Partnerships, US; Aditya Dev Sood, Center for Knowledge Societies, India, Wray Irwin, University of Northampton, UK)
- 12.00- 13.00**                    **Lunch**
- 13.00- 15.00**                    ***How do you create better collaboration across sectors that result in new jobs for younger people?***

Inspiration point: Jim Delaney, Engine for Social Innovation, US  
Followed by 3x parallel participant led deep dive workshops with Stacy Holland and Stephanie Gambone, Philadelphia Youth Network, US; Meg Long, OMG Center for Collaborative Learning, US; Jennie Sparandara, Job Opportunity Investment Network, US

**15.00- 16.00**                    **Scaling what works** by Jon Huggett, SIX, US

**16.00- 17.00**                    **Closing session: Taking this agenda forward**

**17.00- 18.00**                    **Drinks**

## Wednesday 26 June, Launch of Philadelphia Social Innovations Journal, Summer Issue

**8.00**                                **Registration opens, Breakfast and Networking**

**8.30- 9.45**                    **Welcome & Regional and Global Workforce Trends**

Nicholas Torres and Tine Hansen-Turton, PSIJ, US  
Louise Pulford, SIX, UK  
Jo Casebourne, Nesta, UK  
Larry Eichel, Pew Charitable Trusts, US  
Eddy Adams, URBACT, UK

**9.45- 10.15**                    **Perpetuating the Golden Age of Humanity through Meaningful Work for All**

A conversation with Rudy Karsan, Kenexa, an IBM Company, US

**10.15- 11.30**                    **Panel 1: Future Workforce: Training People to Enter (and Succeed in) the Free Agent Economy**

*Panelists will discuss how we teach and prepare young people globally to enter a different type of workplace -- one where you are your own boss, working with different firms and clients, and where you have to manage your own career development and opportunities. This presents interesting local and global challenges for training, measuring impact and understanding employment and job satisfaction.*

Steve Wray, Economy League Greater Philadelphia, US (Facilitator)  
David Castro, I-LEAD, US  
Liz McElroy, AFL-CIO, US  
Gary Steuer, City Creative Economy Office, US  
Alyson Goodner, The School Collective and PhillyCORE Leaders, US  
Aditya Dev Sood, Centre for Knowledge Societies, India  
Hadass Sheffer, Graduate Philadelphia, US

**11.30- 12.45**                    **Panel 2: Business Growth for a More Competitive Region and World**

*Panelists and social entrepreneurs from around the Globe will discuss innovative best practices that address new businesses, infrastructures and complex workforce systems developments.*

Nicholas Torres, PSIJ, US (Facilitator)  
Steve Wray, Economy League Greater Philadelphia & Ann Schmieg, United  
Way, World Class Greater Philadelphia: Collective Impact for a More  
Competitive Region, US  
Emma Clarence, OECD Local Economic and Employment Development, Italy  
Reydon Jackline Otonde, Digital Divide Data, Kenya  
Gabriel Mandujano, Wash Cycle Laundry, US

**12.45- 13.00**

**Take Home Messages by** Louise Pulford, SIX, UK