



Official Participant

Report Template for EU Events at EXPO

Event Title :	SOCIAL INNOVATIONS AROUND	Date:	May 28, July 9, Setp 14, Oct 3 2015
Event Organiser:	SIS – SOCIAL INNOVATION SOCIETY in collaboration with RAPPRESENTANZA IN ITALIA COMMISSIONE EUROPEA – UFFICIO REGIONALE DI MILANO		
Event Target Group:	Entrepreneurs (including supply chain producers and processors, retailers) banks, consumer, policy makers, researchers, funders, decision-maker, academy, financial /economic advisor, NGOs, academia, public administrations, international organizations, student. Public event (also web-streamed)		
Rapporteur:	Simonetta Cavalieri, Fabrizio Spada, Ramu Damodaran, Raffaele Brancati, Francesca Perri, Andrea Costa, Anna Amati, Claudio Berretti, Daniela Bollino, Silvia Carbone, Nicola Corti, Beppe Ghisolfi, Roberto Leonardi, Stefano Rossetti, Daniela Carosio, Maria Letizia Giorgetti, Roberto Crapelli Email: s.cavalieri@soinsociety.org		

Event Concept

SOCIAL INNOVATIONS AROUND

Social Innovations International Summit, through which the Association SIS – Social Innovation Society wants to promote corporate culture, territory culture and artistic language culture as an instrument of cultural evolution and socio-economic embarking on a path together with businesses, professionals and institutions, to research and develop new SME and Public Administration.

During Sessions organized by SIS in Milan on May, July and September (in the European Pavilion), participants will develop their Ideas and Projects, useful to participate at the Summit and receive the Social Innovations Award (SIAward 2015).

The winner of SIAward 2015 will be presented during the SUMMIT of Oct 3 and represent a way for a Company and /or Public Administration to address *new Organization or Governance models with strong cultural connotations, but also social and economic outcomes that respond to the social needs of today.*

Expected Outcomes

The activation of "Social Innovations Around" is part of a research and development of business models, institutional and welfare to which we are working with our associates and our professional networks.

Its objectives are:

Accelerate a format that helps to **display** - in an innovative way - the route that individual actors (organizations, institutions, companies, associations, citizens) have made to the date of the event, and at the same time is for **inspiration, meeting and triggering** of replicable models in the Country thanks to the comparison with international best practices invited to participate;

Drive a **new international focus on Italy** on the positive development paths that are being made, the ideas in progress, the skills available to attract **international investors'** wider interest always attentive to **Impact Investment** and the inclusion of social impact assessment and measurement in the enterprises activities - not just social - but also of the International industry and Finance big players.

To this purpose, through their associations, we invited Investment Funds, Venture Capital, Business Angels, Banks and Crowdfunding Companies to meet the multi-generation Italian entrepreneurs and share what methods to adopt and which organizations create to trigger new business models and enterprise that is a response to the international and structural crisis we are facing.

Main Conclusions

SIS - engaged in the analysis of impacts and perspectives generated by the projects and ideas that respond to the fast changing social needs - in Edition of Social Innovations Around EXPO has highlighted the strategic connection between these issues:

- **Policies, European and national targets** to support **new models of society and entrepreneurship** to facilitate matching between policies and doing business in the territories;
- The **New Rights** - such as **intellectual property**. The Social Innovations are based on **new models of relationship** that create new need – and social impacts as a new right –because it generated by a new Society that shares culture and knowledge;
- The need for a **Financial Education Mainstreaming** to understand the basics, the economic and financial trends and the actors of new financial models and investment to support development of sustainable business;
- The **new Companies and Public Sector organizations**, the need to **rethink work in SmartWork** , the roles and new **people capabilities and skills**;
- **Innovation in policy**: the point of view of a **New Industrial Policy Model**

Gallery and full programme on www.socialinnovationaround.com

What follow-up actions emerged from this event?

Following EXPO to date in the following projects we have been activated:

- Social Innovations:

SIS has launched the **new Smartwork and Academy platform** to develop social innovations projects at national and international level: www.soinsociety.org;

- Financial Education Mainstreaming:

The plan of Financial Education Mainstreaming will take place on two levels:

- o **Education and Inclusion**: cooperation between **SIS and Academic Impact (United Nation)** to develop the **Jubilee of Education**
- o **Financial Education**: dissemination project for the youth of **Prof. Giuseppe Ghisolfi (3000 students trained)** and **Handbook of Financial Education** at all those locations, from the media to financial structures, which are formed and perfected crucial choices of investment and destination of saving at microeconomic and domestic level.

The Handbook of Financial Education **has reached this month the first places on Amazon and IBS**;

- Industrial Policy :

SIS working on Industrial Policy goes along during 2016 with businessmen and academics nationally and directions have been implemented in December in the **Istant Book Industry 4.0** made by **the Patrizia Toia V.P. of the Committee on Industry, Research and Energy EU Parliament**;

- Intellectual Property

In 2016 SIS will start the **Map of New Intellectual Property Rights** with the involvement of young people, enterprises and the media