Program 9th of December

09.30 Registration & coffee

10.00 Welcome!
Representatives of the region and the organisers give their welcome!

International perspectives on Social Entrepreneurship
Professor Siri Terjesen, Indiana University

How do we practice Societal Entrepreneurship?
Arvid Morin, CEO, Ung Omsorg (Young Care in Sweden)
This company is a unique care and employment agency in Sweden with 500 employees. They organize our young co-workers at retirement homes as “social consultants”, creating bridges between generations and also inspiring the young people to work in the care sector in the future.

Comments and discussion
Representatives of the local business community and regional policymakers give their perspectives on this morning’s program.

12.00 Lunch

13.00 Practical social and societal entrepreneurship
Inspirational examples of the social and societal entrepreneurship share their thoughts on their businesses and organisations.

14.15 The difference between market and societal entrepreneurship
Professor Elisabeth Sundin, Linköping University

14.45 Coffee break

15.15 What do we know about societal entrepreneurship?
An overview of the research in the field of societal and social entrepreneurship. Professor Bengt Johannisson shares his reflections on studies of Societal Entrepreneurship.
Associate Professor Yvonne von Friedrichs, Mid Sweden University, Professor Joakim Wincent, Luleå University of Technology and Ulrika Sjödin, Lecturer, Mid Sweden University present an anthology covering the research field.

16.15 Presentation of the project; “Societal Entrepreneurship in Sparsely Populated Areas”
Professor Anders Lundström, Swedish Entrepreneurship Forum and Mälardalen University and Associate Professor Yvonne von Friedrichs, Mid Sweden University

16.45 How to stimulate further interaction between society and research in this field?
What kind of initiatives are necessary for future collaboration over these sectors? Conference delegates are divided in groups to interact and discuss how new ideas can be formulated and how collaboration between researchers and the surrounding society can be initiated.

17.30 Concluding reflections and remarks

19.30 Dinner at Södra Berget
Program 10th of December

09.00 Reflections and introductory remarks
Societal and social entrepreneurship in the international research community. Invited international scholars present the status of the field in prominent research communities specialized in societal and social entrepreneurship.

The need for new knowledge within this field of research – three tracks.
Take part in informal discussions and contribute within these areas;
- Societal Entrepreneurship
- Political Entrepreneurship
- Entrepreneurship in the welfare sector
  - The case of education
- Entrepreneurship in the welfare sector
  - The case of health care

The discussion will take its starting point in areas of key importance for the project “Societal Entrepreneurship in Sparsely Populated Areas”. How do we create diversity and sustainability in rural/sparsely populated areas? How can we deal with issues of succession, integration, societal development and growth?

12.00 Lunch

13.00 How can the project “Societal Entrepreneurship in sparsely populated areas” work and function regionally, nationally and internationally?
Presentation of ideas for the project and upcoming activities and collaborations for 2011

14.30 Concluding remarks

Information

Organisers:
Swedish Entrepreneurship Forum
Mid Sweden University
The County Administrative Board of Jämtland
The County Administrative Board of Västernorrland
European Union Regional Development Fund

Date:
9 - 10 december 2010

Time:
One-day conference on the 9th of December, 10 am to 6.00 pm.
Half-day seminar on the 10th of December, 9.00 am to 3.00 pm.

Venue:
Södra Berget, Sundsvall

Accommodation:
Rooms can be reserved directly with Södra Berget Conference Venue

Travel:
SAS (www.sas.se) and Sundsvallsflyg (www.sundsvallsflyg.se) have frequent departures to and from Stockholm Arlanda Airport

Cost:
The conference has a fee of 50 Euro.

Registration:
Registration to mikael.jorstig@entreprenorskapsforum.se or visit www.entretenorskapsforum.se. Final date for registration is set to 3rd of December.

Target group: