

# CO-OPERATIVE ENTREPRENEURSHIP:

A tool for a sustainable, viable future

INTERNATIONAL EVENT SANTANDER | SPAIN June 21 & 22, 2018



## About ECOOPE

The Entrepreneurial Co-operative Experience (ECOOPE) promotes the co-operative business model among young future entrepreneurs to improve their future careers, be it as employees or as future social entrepreneurs, especially in those countries with high rates of unemployment.

ECOOPE is co-funded by the European Union and involves eight institutions from five European countries with expertise in either entrepreneurship education or the cooperative model:

- CISE (Santander International Entrepreneurship Centre) and the University of Cantabria -leading partners- and Valnalón | Spain
- Co-operative College | UK
- EURICSE (European Research Institute on Cooperative and Social Enterprises) | Italy
- LUT (Laappenranta University of Technology) |
   Finland
- PEEP (Policy Experimentation and Evaluation Platfform) and the University of Porto | Portugal

Let's "spread the coop" and benefit from the cooperative values for a more sustainable and viable future.

Thank you,

#### FEDERICO GUTIÉRREZ-SOLANA

Director, CISE (Santander International Entrepreneurship Centre) - Project Coordinator



## "COOPERATIVE ENTREPRENEURSHIP: A TOOL FOR A SUSTAINABLE, VIABLE FUTURE"

Guillermo Gómez Laá Room | 2nd Floor | Faculty of Economics, Business Studies and Law University of Cantabria | Santander (Spain)

#### Day 1 | Thu, June 21

- 16:30 Registration & coffee
- 16:50 Official welcome and Introduction to agenda
- 17:10 The co-operative business model: more stable, competitive and decent work | Andrea Dávila, OIT, Cooperative Unit
- 17:30 Introduction to ECOOPE | Project overview and goals | José C. Ceballos, CISE
- 17:40 Presentation of ECOOPE's methodology evaluation tool // Minna Hämäläinen, LUT
- 18:00 Roundtable: "Co-operative entrepreneurship: a tool for a sustainable, viable future"
  - · Moderator: Sarah Alldred, Co-operative College
  - · María Ubarretxena, Mayor of Arrasate-Mondragon
  - · Cynthia Lynn Giagnocavo, President of the ICA European Research Board
  - · Laura Ferri, Secondary Ed. teacher, Entrepreneurship and Social Economy
  - · Elena Badeanschi, Federazione Cooperazione Trentina

#### Day 2 | Fri, June 22

- 09:00 Introduction to agenda
- 09:05 Presentation of ECOOPE's Good Practice Guide | Dana T. Redford, PEEP
- 09:35 Good practice expert panel and ECOOPE Awards

Moderator: Ilana Gotz, EURICSE

- · Adoración Mozas, University of Jaén (Spain)
- · Richard Hull, Goldsmiths College, University of London (England)
- · Martin Strauss, Schülergenossenschaften (Germany)
- 10:20 Coffee & networking
- 10:40 Workshop: Lean start-up as a tool to solve co-operative challenges | Néstor Guerra and Aday Guerra
- 12:40 ECOOPE Secondary education pilot | Javier Vallina (Valnalón) and Cristina Soutinho (PEEP) + participants
- 13:10 ECOOPE Higher Education Pilot pilot | José Carlos Ceballos (CISE) and João J. Pinto Ferreira (Universidade do Porto) + participants
- 13:40 Closing (End of event: 14:00)

#### SPEAKERS & PARTICIPANTS

#### María Ubarretxena



Mayor of Arrasate/Mondragón, home to Mondragón Corporation

#### Cynthia L. Giagnocavo



President of the Board of ICA (International Cooperative Alliance) European Research

#### Elena Badeanschi



European Project Mgr FTC (Federazione Trentina della Cooperazione)

#### Laura Ferri



Master Secondary Education Teacher Training UOC (Open University Catalonia)

Adoración Mozas



President of Centro Internacional de Investigación sobre Economía Pública, Social y Cooperativa (CIRIEC) Spain

**Richard Hull** 



Lecturer & Director
MA Social Entrepreneurship at
Goldsmiths University of
London

#### **Martin Strauss**



Professor at HLA Gernsbach Students' cooperatives promoter

Andrea Dávila



Technical projects on Cooperatives at ILO (International Labour Organisation)

Néstor Guerra



Entrepreneur, Business School Professor and Lean Startup specialist

#### SPEAKERS & PARTICIPANTS

#### **Aday Guerra**



Entrepreneur, trainer specialist in Lean Startup and agile methodologies

#### Minna Hämäläinen



Junior Researcher, Project Manager at Lappeenranta University of Technology (LUT)

#### Javier Vallina



Expert in Secondary Education, Coordinator of the Entrepreneurial Education Program in Valnalón

#### Sarah Alldred



Projects Development

Manager

Co-operative College UK

#### Cristina Soutinho



Secondary Education Advisor, expert in entrepreneurial education

João José Pinto



Master Program Director MIETE, University of Porto

#### Ilana Gotz



World Co-op Monitor at EURICSE (European Research Institute on Cooperatives and Social Enterprises)

Dana T. Redford



Expert in entrepreneurship and public policies, social inclusion and sustainability. President of PEEP

José C. Ceballos



ECOOPE's Project Manager (CISE)

## CO-OPERATIVE ENTREPRENEURSHIP

A TOOL FOR A SUSTAINABLE, VIABLE FUTURE



### **ABOUT THE EVENT**

Learn how to implement and share the benefits of the cooperative business model and the strategies to make it an agile process to grow: Spread the co-op.

Who is this event addressed to?

- 1) Secondary and Higher Education Institutions
- 2) Cooperatives and Social Economy Platforms
- 3) Future entrepreneurs
- 4) Individuals interested in learning more about social economy

#### what you get

#### **DIDACTIC RESOURCES**

- Receive our Good Practice Guide of European cooperative education initiatives
- Apply the ECOOPE evaluation tool in your organisation
- Workshop on lean start-up for co-ops and socents

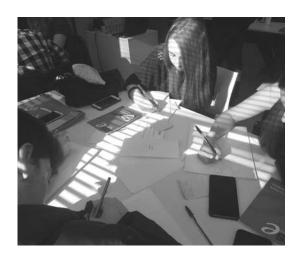
#### **INSPIRATION**

- Ecoope Pilot training programme implementation
- Roundtable on cooperative entrepreneurship
- Learn from real experiences

#### **NETWORKING**

- European attendants from different backgrounds
- · Synergy creation, relationships building
- Go a step further and connect!





#### CISE & THE UNIVERSITY OF CANTABRIA

CISE boosts the creation of start-ups through innovative training and entrepreneurship support programmes that make use of agile methodologies and hands-on experience.

CISE opened in 2012 within Cantabria International Campus as a result of the agreement between the University of Cantabria, the Government of Cantabria and Banco Santander through Santander Universidades.

**ENTREPRENEURSHIP** 



**NETWORKING** 



**EDUCATION** 





ART

Discover Miró's sculptures in the exhibition at Botín Centre, Palacio de la Magdalena royal summer residence or Altamira Prehistoric Caves.



#### LANDSCAPE

Enjoy a walkable city surrounded by green and blue, and located in one of the most beautiful bays of the world.



#### CUISINE

The north of Spain is well-known by its cuisine: enjoy our local gastronomy and don't forget to taste our typical deserts: "sobaos" and "quesadas".



## register here

youth.ecoope.eu/event

