

# CO-OPERATIVE ENTREPRENEURSHIP:

A tool for a sustainable, viable future

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INTERNATIONAL EVENT  
SANTANDER | SPAIN  
June 21 & 22, 2018

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**Guillermo Gómez Laá Room**

Faculties of Law and  
Economics and  
Business Studies



Co-funded by the  
European Union

# About ECOOPE

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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 (Laappennanta University of Technology) | Finland
- PEEP (Policy Experimentation and Evaluation Platform) and the University of Porto | Portugal

Let's "spread the coop" and benefit from the co-operative 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

**Sarah Alldred**



Projects Development  
Manager  
Co-operative College UK

**Ilana Gotz**



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

**Minna Hämäläinen**



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

**Cristina Soutinho**



Secondary Education  
Advisor, expert in  
entrepreneurial education

**Dana T. Redford**



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

**Javier Vallina**



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

**João José Pinto**



Master Program Director  
MIETE, University of Porto

**José C. Ceballos**



ECOPE'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!



# WHY SANTANDER?

## 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](https://youth.ecoope.eu/event)

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