



Nafarroako
Gobernua  Gobierno
de Navarra



Construyendo un ECOSISTEMA de INNOVACION SOCIAL

Knowledge Exchange Platform (KEP)

6 - 7 Febrero 2020

Palacio de Congresos Baluarte, Pamplona-Iruña

Colaboran





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6 - 7 de February 2020 | Palacio de Congresos Baluarte, Pamplona-Iruña



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Programa

6 DE FEBRERO DE 2020

CUADRO COLABORATIVO DE UN MAPA DE INNOVACIÓN SOCIAL

08:45h Recepción

09:00h Apertura

- María Chivite, presidenta de Navarra
- Myriam Martín, coordinadora del proyecto Horizonte 2020, inDemand, Comisión Europea
- Markku Markkula, vicepresidente primero del Comité Europeo de las Regiones

09:30h Explicación de la dinámica de la sesión

Configuración del ecosistema

09:45h Breve presentación de la configuración en tres regiones de la UE

10:05 La experiencia de Navarra: UIS

10:10h Trabajo colaborativo en diferentes grupos para dibujar un mapa en la pared

11:00h Coffee break

Problemas y soluciones

11:25h Presentaciones orientadas (por 3 oradores) para describir los problemas y soluciones a la hora de construir el ecosistema

11:50h Trabajo colaborativo en grupos para añadir barreras e impulsores

12:35h Preguntas, conceptos aprendidos y conclusiones sobre el mapa

13:00h Clausura matinal (Ana Ollo, consejera de Relaciones Ciudadanas del Gobierno de Navarra)

13:05h Comida (+ transporte a la Cooperativa Grupo AN para una visita de campo)

VALOR DEL ECOSISTEMA (DURANTE LA VISITA DE ESTUDIO)

14:05h Visita de estudio a la Cooperativa Grupo AN

14:50h Presentaciones orientadas (por tres oradores diferentes) para describir los valores del ecosistema percibidos

15:15h Trabajo colaborativo en grupos para identificar los valores del ecosistema

16:00h Preguntas, conceptos aprendidos y conclusiones sobre el ecosistema de innovación social

16:30h Coffee break

17:00h Clausura

7 DE FEBRERO DE 2020

10:00-12:00h Visita de campo a la Cooperativa Gure Sustriaiak, proyecto integral de innovación social





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Ponentes

APERTURA	
Markku Markkula	First Vice-President of the European Committee of the Regions
María Chivite	Presidenta de Navarra
Myriam Martin	European Commission, coordinator of the Horizon 2020 project inDemand
CONFIGURACIÓN DEL ECOSISTEMA	
Anders Bro	Orebro Council & GECES
Miro Mihec	Social Economy Slovenia
Erdmuthe Klaer	REVES
Izaskun Goñi	Directora General de Política Económica del Gobierno de Navarra
PROBLEMAS Y SOLUCIONES	
Stéphane Montuzet	Director of CBE Seignanx
Jörg Fürstenberger	Managing Director of Social Impact gGmbH
Martti Ainonen	Regional Council of Lapland
Andrés Alberto Álvarez de Cienfuegos Goicoechea	Director General de Economía Social, Región de Murcia
VALOR DEL ECOSISTEMA	
Ibon Antero	Social Transformation manager of Mondragon
Esteban Pelayo	Eurada
Roberta D'Alolio	Proyecto Interreg Europe RAISE
Mikel Irujo	Director General de Acción Exterior del Gobierno de Navarra

Con la participación de varios miembros del Comité de las Regiones:

- Birgitta Sacredeus
- Csaba Borboli
- Kieran McCarthy
- María Ángeles Elorza



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Main topic on which the Peer-to-Peer: Exchange experiences, successes and learnings about the construction of a regional comprehensive ecosystem for social innovation, focusing on the link between R&D and academia actors within social entities and local challenges. The ecosystem design embraces the actors, their roles and relationships and the intelligence of the system (policies, approaches, methodologies and knowledge).

It's a working session where all participants will physically draw a collaborative map with the configuration, barriers, drivers and values of building a social innovation ecosystem that includes the local R&D capacities. This teamwork will be performed during the event, feed by the very focused presentations of 15 European experiences. It will not be a receptive conference with many successive examples, but a collaborative building session with a concrete output: a brief guide to design comprehensive social innovation ecosystems at local level.

Local partners and their expected level of commitment

Navarra and social innovation: The figures for Navarra's Social Economy for 2015, corresponding to the families previously described, are as follows: 1,064 social economy businesses, 16,430 employed people, representing more than 8% of the working population in the private sector in Navarra, 1.953 billion euro estimated turnover and more than 28,000 associates and volunteers at Social Economy companies. Navarra elaborated a Comprehensive Social Economy Plan 2017-2020 that identifies important and specific opportunities for Navarra's Social Economy. Among the actions, the creation of Social Innovation Unit of Navarre (UiS3), link to our Smart Specialisation Strategy, and therefore, managed through a participatory governance. The goal is to promote Social Innovation projects that generate business activity and employment of quality, as a key factor for a more innovative, equitable and sustainable economic development. Among other European level initiatives, Navarra is leading the S3 Thematic Platform on Social Economy (partners Emilia Romagna, Lapland, Murcia, Orebro and Slovenia).

Navarra has been awarded as European Entrepreneurial Region 2020 (EER), being the Social Economy Plan one of the main contributors. The Plan is monitored through a participatory model, including social economy businesses gathered around CEPES (Spanish Business Federation for Social Economy) of Navarra, which groups the different families and currently is made up of (ANEL, which comprises the Associated Work and Labour Societies' Cooperatives), UCAN, which represents Agro-food Cooperatives, the association of CIS (Centros de Inserción Social), which groups Socio-Labour Insertion Centres, Fundaciones de Navarra, the association representing foundations and REAS (Red de Redes de Economía Alternativa y Solidaria [network of alternative and solidarity networks]), the network of Solidarity Economy entities. Navarra's Social Innovation sector also includes Special Employment Non-Profit Centres, which do not have an organisation that represents them, as well as associations that carry out social-based economic activities in Navarra. Therefore, the level of commitment of social partners is guaranteed.



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VENUES

From the airport you can arrive by taxi to **Baluarte Convention Center** in less than 15 minutes (about 15€).

Baluarte Convention Center ([link Google maps](#))

Address: Plaza del Baluarte s/n, 31002

Pamplona-Iruña, Spain



HOTELS IN THE CITY CENTER

Hotel	Address	Phone	Web	Approx. Price per night	Distance to the Venue
Hotel Pompaelo Urban Spa****	Plaza Consistorial, 3	+34848473137	www.hotelpompaelo.com	68 €	350 m
Hotel Maisonnave****	C/ Nueva, 20	+34948222600	www.hotelmaisonnave.es	98 €	500 m
Hotel Palacio Guendulain***	C/ Zapatería, 53	+34948225522	www.palacioguendulain.com	161 €	400 m
Pamplona Cathedral Hotel****	C/ Dos de Mayo, 4	+34948226688	www.pamplonacatedralhotel.com	125 €	500 m
Hotel Tres Reyes****	Jardines de la Taconera	+34948226600	www.hotel3reyes.com	89 €	200 m
Sercotel Restaurante Hotel Europa***	C/ Espoz y Mina, 11	+34948221800 +34902141515	www.hoteleuropapamplona.com	57 €	200 m
Hotel Yoldi***	Avda. San Ignacio, 11	+34948224800	www.hotelyoldi.com	59 €	350 m
Sercotel Hotel Leyre***	C/ Leyre, 7	+34948228500	www.hotel-leyre.com	71 €	400 m
Hotel Avenida***	Avda. Zaragoza, 5	+34948245454	www.hotelavenida.com-pamplona.com	69 €	550 m