

**8:00 AM**

### REGISTRATION OPENS

#### SUSTAINABLE HAITI BEGINS MULTIPLE SESSIONS

(See [www.haiticonference.com](http://www.haiticonference.com) for details)

(Rooms B 112 – B 115, first floor)

**12:00 – 1:00 PM**

### SPONSOR BOOTHS OPEN

**1:15 – 2:00 PM**

### CONFERENCE OPENING

**OPENING REMARKS** – John Rosser, Convener,  
"The Heart of an Entrepreneur; Lessons from Haiti"

**KEYNOTE** - Matthew Bishop, The Economist  
"Philanthrocapitalism in the Region"

(Keynote Room)

**2:00 - 2:30 PM**

### SPONSOR BOOTHS VISITING

**2:30 – 3:30 PM**

### SOLUTIONS FOR IMPACT INVESTING

Steve Godeke, Godeke Consulting

Raul Pomares, Guggenheim Partners

Christine Eibs Singer, E+Co

Peter Tropper, IFC

MODERATOR: Lauren Russell Geskos,  
Rockefeller Philanthropy Advisors

The panel provides for a clear picture of concrete solutions to move from theory to practice in achieving financial returns AND social/environmental impact.

(Room B 210)

### SUSTAINABLE HAITI MULTIPLE PANELS

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(Rooms B 112 – B 115, 1<sup>st</sup> floor)

### **CORRUPTION AND SOCIAL ENTERPRISE: WHAT NOT TO DO?**

**Andrés Otero**, Kroll  
**Marco Puccia**, International Transparency Solutions  
MODERATOR: **John Price**, Kroll

Corruption is often an integral part of governing bodies in the region, even in the most economically advanced countries. It occurs from the highest elected government official to the lowest local administrator. In fact, local politics are often determined by how much enforcement officials could get away with. How can you operate as a leader of a nongovernmental organization, (NGO) or as a for-profit social entrepreneur in such an environment.

(Room B 211)

### **WATER: EXQUISITELY ABUNDANT, DANGEROUSLY LACKING**

**Dr. Sanjeev Chatterjee**, Vice President of the School of Communication and Executive Director of the Knight Center for International Media; Filmmaker of 'One Water'  
**Rafael Achondo**, Un Techo Para Mi País  
(End Water Poverty in Slums)  
**Shari Berenbach**, Calvert Foundation  
MODERATOR: **Shari Berenbach**, Calvert Foundation

Water is essential to existence. Our bodies require it, as do our souls. It is the stuff of life and death, of sweat and tears, of need and wonder. Yet, as precious as we know water is, we have treated it as if it were infinite and cheap, which has led to an international crisis of epic proportions. Our panel discusses solutions to the crisis, as well as discussing the myriad of organizations, both for-profit and non-profit, battling to make a difference.

(Room B 212)

### **BUILDING A WORLD-CLASS SOCIAL INVESTMENT BRAND**

**Renata Black**, 7 Bar Foundation  
**Casey Verbeck**, ic4  
MODERATOR: **Somy Ali**, So-Me Designs and No More Tears

A visually compelling and forward thinking panel illustrating how to tap into the commercial markets and the power of branding to fuel social enterprises on a consistent basis. Hear from innovators in the field of how they have each tapped into a unique market to position themselves as true business models for social impact. Hear how Seven Bar Foundation uses the power of the luxury lingerie industry to fuel microfinance institutions consistently. Find out how a for profit company such as Touch Point builds strategic partnerships that scale and support other business models who have the growth potential and will positively impact the future. These trendsetters in the field will unveil the emerging and untapped market in the sustainable social sector and the bolstering potential revenue that is still left to be untapped.

(Room B 213)

**3:45 – 4:45 PM**

### **FINANCING THE MISSING MIDDLE: SME OPPORTUNITIES**

**Roger Frank**, i3 Advisors LLC  
**Simone Balch**, Developing World Markets  
**Tammy Newmark**, EcoEnterprises Fund  
**Jason Spindler**, I-DEV International  
MODERATOR: **Camilla Seth**, Global Impact Investing Network

Our panel of experts discuss the broad range of SME financing possibilities for the region.

(Room B 210)

### **AGRICULTURAL INNOVATION IN THE REGION**

**Martin Burt**, 'Teach a Man to Fish'  
**Dr. Michael Roy**, CREA  
**Steve Brescia**, Groundswell International  
MODERATOR: **Greg Berry**, w1sd0m

Seventy-five percent of the world's poorest people live in rural areas and depend on agricultural and related activities for their livelihoods. What are their pathways out of poverty? The panel addresses how to scale both for and non-profit people-led solutions to create a better global food system.

(Room B 211)

### **SUSTAINABLE HAITI MULTIPLE PANELS**

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(Rooms B 112 – B 115, 1<sup>st</sup> floor)

### **CREATING A CULTURE OF ENTREPRENEURSHIP + INNOVATION**

**Ricardo Terán**, Agora Partnerships  
**Ueli Frei**, Fundes  
**Ken Hynes**, OTF Group  
MODERATOR: **Lauren A. Burnhill**, One Planet Ventures, LLC

As much as financial and technical assistance are necessary, our panel believes that culture is the most important factor for successful social entrepreneurship in the region. But how do you foster an entrepreneurial mindset amongst those with limited resources in Latin America?

(Room B 212)

**5:00 – 6:00 PM**

### **SOCIAL ENTERPRISE AS AN ENGINE FOR GROWING MEXICO'S ECONOMY**

**Edmundo Vallejo**, IPADE  
**Martha Smith**, Fundemex  
**Francesco Piazzesi**, Echale a tu Casa  
**Ariel Zylberesztejn**, Cine Pop  
MODERATOR: **Armando Laborde**, Ashoka

Social enterprises are a solution to the economic problems in poor towns. The speakers will show the benefits that social ventures have in the economy of developing countries.

(Room B 210)

### HUBS SUPPORTING REGIONAL COLLABORATION FOR GREATER SOCIAL IMPACT IN LATIN AMERICA

**Mark Beam**, Halloran Philanthropies/Hub Oaxaca  
**Mark Campanale**, Halloran Philanthropies  
**Susana Muhamad**, Hub Bogotá  
**Pablo Handl**, Hub São Paolo  
**Nic Marks**, The New Economics, Center for Well-Being

Hubs are about convening people, initiatives and resources. That's what this session is about. In 2010 we are just starting to develop a diverse Latin American community of Hubs, to help generate a wave of social entrepreneurship across the continent. At this session we'll be convening people who are interested in the Hub concept - as founders, members, entrepreneurs or investors. We invite you to come together with us to learn about this initiative, co-create a strategy, discuss how we can use this network to develop collaboration opportunities for social innovation in the region, get inspired, offer support to Latin American social entrepreneurs or seek support from others. We'd like to meet you and hear about your projects. You're invited.

(Room B 211)

### UNIQUE MOBILE SOLUTIONS FOR THE REGION

**Alison Bloch**, LoneWolfe Ventures  
**Barbara Pantuso**, Frog Design  
**Steve Hardgrave**, Gray Ghost Ventures  
MODERATOR: **David Reich**, Assured Labor

Mobile is a game-changer in the region. Tremendous opportunities exist in banking, media, health and communications, like never before. Our panelists discuss their initiatives and lead a broad discussion on what the future holds for mobile across Latin America and the Caribbean.

(Room B 212)

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### FORESTATION ISSUES IN THE NEW ECONOMY

**Rodrigo Han**, Fundação Daniel Dazcal and Consultant to Vox Capital and Inter-American Development Bank  
**Diogo Rossi**, The Nature Conservancy  
**Dr. Micheal Roy**, CREA  
**Eric Froyd**, DevDesign Compact  
MODERATOR: **Shari Berenbach**, Calvert Foundation

If economic interest (cattle raising, food production, wood extraction) is what drives deforestation, can there be an equation that combines social and environmental sustainability synergistically to pose an economically viable alternative to deforestation economic interest? Is economic interest and social and environmental sustainability mutually exclusive?

(Room B 213)

**6:15 – 6:45 PM**

### **HAPPINESS DOESN'T HAVE TO COST THE EARTH**

**Nic Marks**, Center for Well-being, The New Economics

Composite indicators are inherently complex and often raise more questions in the mind of the public than they answer. The Happy Planet Index (HPI) was designed to be a relatively simple index that nonetheless holds complexity by explicitly addressing the tension between the desire for high quality of life now whilst not undermining future quality of life. The HPI assesses how well nations are faring by comparing their ultimate outcomes (the delivery of happy and long lives for their citizens) with their fundamental inputs (how much of the planet's finite resources they use).

In a humorous and thought-provoking manner, Nic Marks will introduce us to HPI and guide us in rethinking commonly held assumptions.

(Keynote Room)

**7:00 – 8:00 PM**

### **RECEPTION**

#### **Miami Beach Botanical Gardens (outdoor)**

A beautiful urban green-space in the heart of South Beach, the Miami Beach Botanical Gardens will host the Opening Night Networking Reception. Located right next to the Miami Beach Convention Center, the reception will take place within the 5 acre garden that is a showcase for orchids, tropical plants and trees, including a Japanese Garden and a 'living wall' vertical landscape.

**9:30 PM**

### **NITECAP NETWORKING**

**Novecento (Lincoln Road)**

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