



**e+i seminar: how can social entrepreneurs contribute to market systems  
development in agriculture?  
27 – 28 May, 2014 Uettligen, Switzerland**

**Programme Day 1 – 27 May 2014**

<b>14:00</b>	<b>Arrival and Registration</b>
14:15	Welcoming remarks
	The farm business team gives a tour of the farm and an introduction to the business, and explains how it diversified its income sources, while supporting young people with learning difficulties Markus Wüthrich, Roland Münger, Team Biohof Schüpfenried
	German social entrepreneur presents his concept of linking investors to local agricultural enterprises which want to make a positive social and environmental return in a financially profitable way. Christian Hiss, CEO and founder of Regionalwert AG
	Wrap-up and making the link with the second day
<b>16:30</b>	<b>Apero</b>
17:00	Bus departure (17:04 and 17:34)



## Programme Day 2 – 28 May 2014

<b>09:00</b>	<b>Registration and Coffee</b>
09:30	Welcoming
	Testimonies from <b>social entrepreneurs</b> developing new solutions for small-scale agricultural producers <ul style="list-style-type: none"><li>- Madison Ayer, Chairman &amp; Director at Farm Shop and Ashoka Fellow: delivery system for agricultural inputs to smallholders in Kenya</li><li>- Vijay Pratap Singh Aditya, co Founder of Ekgaon Technologies and Ashoka Fellow: technology platform to provide financial, health and agriculture services to rural customers in India</li></ul>
	Social entrepreneurship – concepts and trends – and its contribution to <b>market systems development</b> in rural areas <ul style="list-style-type: none"><li>- Stephanie Schmidt, responsible co-creation Europe at ASHOKA</li><li>- Peter Beez, focal point employment and income, SDC Berne</li></ul>
<b>12:20</b>	<b>Lunch at the farm</b>
13:50	Multinational companies present their approaches and <b>social business</b> projects <ul style="list-style-type: none"><li>- Ian Barker, Head of Agricultural Partnerships at Syngenta Foundation: production of high grade seed potatoes for smallholder farmers in Kenya</li><li>- Jean-Christophe Laugée, Director for Danone Ecosystem: Developing innovative business approaches to work with small dairy farmers in a sustainable way</li></ul>
	<b>World cafe:</b> 8 to 10 small group conversations with all participants to deepen key topics related to market-system development in agriculture (2 rounds)
	Wrap up and closing remarks
<b>16:30</b>	<b>Apero</b>
17:00	Bus departure (17:04 and 17:34)