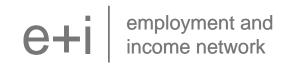


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e+i seminar: how can social entrepreneurs contribute to market systems development in agriculture? 27 – 28 May, 2014 Uettligen, Switzerland

## Programme Day 1 – 27 May 2014

14:00	Arrival and Registration
14:15	Welcoming remarks
	Swiss farmer gives a tour of his farm and an introduction to his business Team Biohof Schüpfenried
	Swiss farmer presents how they diversified their income sources, while also supporting young people with learning difficulties; combining economic sustainability and so- cial/environmental impact Team Biohof Schüpfenried
	German social entrepreneur presents his concept of linking investors to local agricul- tural 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
16:30	Apero
17:00	Bus departure (every 30 minutes)

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## Programme Day 2 – 28 May 2014

09:00	Registration and Coffee
09:30	Welcoming
	<ul> <li>Testimonies from social entrepreneurs developing new solutions for small-scale agricultural producers <ul> <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> </li> </ul>
	Ashoka largest global network of social entrepreneurs: What is social entrepreneur- ship? Concept and trends
	SDC presents its approach to <b>market systems development</b> in rural areas with illus- trative project examples
12:00	Lunch at the farm
13:30	<ul> <li>Two multinational companies present their approach and social business projects</li> <li>Ian Barker, Head of Agricultural Partnerships at Syngenta Foundation: pro- duction of high grade seed potatoes for smallholder farmers in Kenya</li> <li>Jean-Christophe Laugée, Director for Danone Ecosystem: Developing innova- tive business approaches to work with small dairy farmers in a sustainable way</li> </ul>
	<b>World cafe</b> : small group conversations with all participants to deepen key topics related to market-system development in agriculture
	Wrap up and closing remarks
16:00	Apero
17:00	Bus departure (every 30 minutes)

9.04.2014