



SEOC DIGITAL
PLANET & PEOPLE



#seocworkshop

FEMALE ENTREPRENEURSHIP

How to create new narratives around
"gender lens investing"



05/26 | **2.30 pm**

Female entrepreneurship is a key factor for creating a systemic positive impact in the communities and is an important asset for a business. How can we design a new narrative to enhance its potential? How can we recognize and describe the generative, compelling, and innovative power of gender equality? How can we transform the value of gender skills into a "powerful story" to promote your business, even beyond the local market?

In this online workshop, based on a real case study, we will learn how to design a communication strategy by leveraging on the feminine DNA of the social enterprise to attract customers, investors, and local stakeholders to scale impact and to widen the range of actions thanks to digital.

Guglielmo Apolloni and Marta Lasen, using an interactive and dynamic methodology, in "SEOC style", will lead the participants in this learning experience. Teresa Scorza, Chairman and CEO of the Cooperative Namasté will present the initiative "Zeropercento". Elena Casolari is our special mentor to stimulate thoughts and inspire reflections.

Workshop Leaders:

Guglielmo Apolloni - Designer and Social Entrepreneur

Marta Lasen - Design Thinking, Service & Digital Designer

Mentor (in video):

Elena Casolari - Chairman Fondazione Opes-Lcef and
CEO Opes Italia Sicaf

Case Study:

Teresa Scorza - Chairman Cooperativa Namasté &
Responsible *Zeropercento*

The workshop will be in Italian.

Guglielmo Apolloni

Designer and Social Entrepreneur

Guglielmo is a Designer and Social Entrepreneur.

As Designer, he's part of few realities like Social Seed, an Italian agency specialised in designing change management processes for the organisation.

As Social Entrepreneur he co-founded School Raising, the first Italian crowdfunding platform for school projects, and Mitosis, a “family feeling” co-working space in Berlin.

In his work, Guglielmo combines four words - #diffuse #creativity #design #thinking - to enable people to use own creativity in group to build solutions to their challenges, and be resilient for the next ones.

Following a research made by Ashoka Italy in Feb 2015, Guglielmo is one of the first 12 more connected changemakers in Italy.

[linkedin.com/in/guglielmoapolloni](https://www.linkedin.com/in/guglielmoapolloni)



Marta Lasen

Design Thinking, Service & Digital Design | Freelance

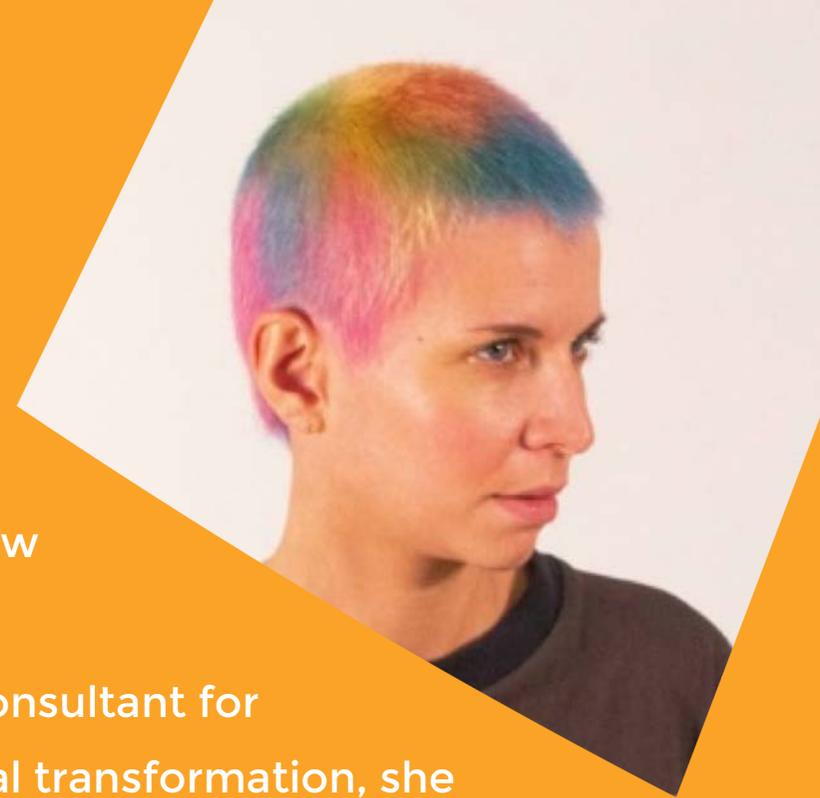
Marta has been facilitating and accelerating for 8 years innovation programs, working with global corporations, government agencies, and social enterprises to co-design new services and tools able to bring real value to people.

Before choosing to be a freelance, she was Service Design Consultant for Capgemini - international leader in tech consulting and digital transformation, she coordinated HR, communication, and innovation projects for Logotel - an independent Service Design Company, and was Community & Hosting Manager of Impact Hub Milan, the first Italian hub dedicated to social, environmental, and cultural impact.

Curious by nature and with an eclectic career, in her daily work she mixes Design Thinking, Service Design, Lean and Agile methodologies, Art of Hosting and other sources of inspirations to “free” collective intelligence.

In-between official projects, she supports bold and creative ideas with the BREAKFAST CLUB, a space for “out-of-the-box” experimentation.

[linkedin.com/in/martalasen](https://www.linkedin.com/in/martalasen)



Elena Casolari

Chairman Fondazione Opes-Lcef and CEO Opes Italia Sicaf

Elena Casolari is Managing Partner of OPES Italia Sicaf EuVECA, cofounder and executive President of the Opes-Lcef Foundation and Trustee of the Opes-Lcef Trust. For 10 years, Elena has been CEO of Acra, one of the main Italian NGOs, and prior to that she worked for 12 years in various investment banks covering emerging markets (HSBC, Dresdner and Nikko Security). She currently serves as Director at Selco India, Fondazione Umano Progresso, Social Impact Agenda per l'Italia, Life Based Value srl and she is member of the General Council of Fondazione Compagnia di San Paolo.



Teresa Scorza

Chairman Cooperativa Namasté & Responsible Zeropercento

After a degree from Bocconi University and some years of experience in a multinational, Teresa Scorza decided to continue her career in the tertiary sector, firstly as an international co-operator in in the African continent, and subsequently in social enterprises in Italy.

Since a few years back she has been working on social design, on the financial management of projects with a strong social impact.

Teresa is Chairman of the Board of Cooperativa Sociale Namaste' and responsible for the growth and development strategy for the ZeroPerCento Food Markets.



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