



WORLD-IMPROVING ENTREPRENEURS' C A M P

Thursday - Friday, May 10-11, 2012

coinciding with the **Social Venture Network** Conference
on Friday - Saturday, May 11-12, 2012

Egmond aan Zee, Netherlands, Egmond Abbey & Hotel Zuiderduin

A 1-day *learning, networking and inspiring* program for entrepreneurs and intrapreneurs whose aim is to positively change our world through their business. Join an extraordinary 'faculty' of leading entrepreneurs:

Paul Kloppenborg, CEO, Global Cleantech Capital (www.gccfund.net)

Leen Zevenbergen, CEO, Qurius & Chairman, SVN Europe (www.qurius.com)

Stef Kranendijk, CEO, Desso (www.desso.com)

Thomas Rau, CEO, Rau Architecture (www.rau.eu)

Anne-Marie Rakhorst, CEO, Search BV (www.annemarietakhorst.nl)

Nicolette Mak, Co-Founder, Valid People (www.validpeople.nl)

Gary Hirshberg, CEO, Stonyfield Farm (www.stonyfield.com)

Art van Veller, CEO, Cool Endeavour (www.coolendeavour.com)

Nicolette Wuring, MD, Cust. Man. Services (www.customeradvocacy.biz)

Social Venture Network (www.svn.org) is the world's first network that pioneered responsible business (1984-), through the work of great icons: **Ben Cohen** of Ben & Jerry, **Wayne Silby** of Calvert, **Josh Mailman** of Sirius, **Anita Roddick** of The Body Shop, **Eckart Wintzen** of BSO/Origin, **Peter Blom** of Triodos Bank and many more. In Europe, SVN was launched in 1993, in Amsterdam, and was very instrumental in its early days in shaping the responsible business agenda. Today, in 2012, we offer the annual conference and a new program, the **World-Improving Entrepreneurs' Camp**, chaired by **Marcello Palazzi**, co-founder, SVN Europe & co-founder, Progressio Foundation, **Engbert Breuker**, Chair, SVN Netherlands, **Adriaan de Man**, Associate, de Baak, **Peter van Lutervelt**, Board Member, SVN Netherlands (www.svnederland.nl), **Geerd Schlangen**, Qurius (www.qurius.com). The WE-CAMP is facilitated by **Thomas Cummings** of Leading Ventures (www.leadingventures.eu), one of the original SVN members and a leadership / entrepreneurship development professional with a distinguished track-record at Shell, Unilever, ABN AMRO, Triodos Bank, Tällberg Foundation, BUPA, Aegon, IMD. Cummings was voted the "best 2011 business school professor" at the EMBA Program at the Nyenrode Business School. The WE-CAMP team also includes **Antoinette Gast**, Owner of Tuyu, the fair trade business gifts company (www.tuyu.nl), **Jane Corbett**, Generative Leadership Programme, University of Oxford (www.generativeleadership.co.uk), **Danai Reynolds**, project manager at Leading Ventures.





WE-CAMP Schedule

Thursday May 10th

12.30 Lunch at Benedictushof, Egmond Abbey
13.30 **Entrepreneurs' Panels** | entrepreneurs in conversation with Tom Cummings in world café style
15.30 Break
15.45 Walk into the Abbey grounds
16.00 **Plenary Session** | Moderated conversation on US, European and global experiences of "world-improving entrepreneurship", moderated by Tom Cummings
18.30 Transfer to Hotel Zuiderduin
19.15 **Dinner with SVN Conference Participants**
20.45 **Panel Discussion** with 4-5 Entrepreneurs
21.45 **Dance / Music** with Engbert Breuker and Welcome to SVN



Friday May 11th

08.00 **Morning Walk, Yoga (with Leonore Palazzi-van Hövell tW)**, etc
09.00 **Check-in Plenary** | what have we learned ? Q&A, talks in small groups
10.00 **Entrepreneurs' Hearing** | an entrepreneur in conversation with Cummings
11.00 Coffee Break
11.30 **Plenary Session** | in groups around each participants' business issues
12.15 Lunch
Option of either participating in the SVN Conference or in a dedicated WE-CAMP Track, as follows:
13.15 **Entrepreneurs' Hearing** | an entrepreneur in conversation with Cummings
14.00 **Nature Walk**, either in pair or alone
15.00 **Plenary Exchange** | Feedback from morning and walk
15.30 **Plenary Session** | in groups around each participant' business issues
16.30 Break
17.00 **Panel Discussion** with 4-5 Entrepreneurs and conclusion
18.15 Drinks with SVN
SVN Conference Program continuing on Saturday, May 12

Invitation, Registration & Hotel Information

Participants are invited individually from SVN member companies and others. Selection criteria are strict, to ensure the highest quality. This is a select group. The majority of the invited participants will be under 40, some experienced and some younger, and the gender mix 50-50.

Registration: € 500 for the WE-CAMP for corporate participants | € 350 for individuals + lodging at discounted rates (see below). A number of part-bursaries are available on request. Attendance to SVN Conference on Friday May 11 and Saturday May 12 is open to WE-CAMP participants at a considerable discount: € 150 / 250 (individual / corporate).

Egmond aan-Zee is a pleasant coastal town 45 minutes from Amsterdam (9Km from Alkmaar Train Station). It has been a popular seaside resort since the beginning of the 20th century. In May, it will be possible to take relaxed walks on the beaches and even swim. **Egmond Abbey is world-renowned and we have been able to locate one of the sessions on Thursday afternoon in the Abbey itself, normally reserved for the resident monks.** The Zuiderduin Hotel (www.zuiderduin.nl) offers rates close to € 75 pp per night (see SVN Conference arrangement). Available is a well-equipped Wellness Center, including a swimming pool, sauna, Turkish Bath, Infrared Cabin, and more (www.wellnesscenterzuiderduin.nl).

Organizers

SVN Europe (www.svneurope.com), SVN Nederland (www.svnederland.nl) and Progressio Foundation (www.progressio.org) are the formal partners. PYMWYMIC (www.pymwymic.com) is a supporter.

"Do you want to continue selling sugared water, or change the world?"

Steve Jobs to John Sculley, when Jobs aimed to hire him from PepsiCo to Apple.