

PRESS RELEASE - 3RD of October 2018

GoodFestival partners with EPFL Tech4Impact to deliver the 1st Global Good Congress

Most entrepreneurs focus on bringing new ideas to life; while most researchers focus on creating new knowledge. Despite the benefits that a dialogue between these two groups could have for addressing grand societal challenges, these two worlds largely co-exist in parallel to one another. Not any longer! We are proud to present *Global Good Congress*, a joint production of EPFL Tech4Impact and GoodFestival.

Dr. Julia Binder of EPFL Tech4Impact said “By bringing together and steering the dialogue between sustainable innovators and leading researchers we create a unique blend of powerful change makers.”

The first *Global Good Congress* takes place on the 2nd of November 2018 at the Olympic Museum in Lausanne in Switzerland and aims to bring together 100 sustainable innovators working on entrepreneurial projects around the world with leading researchers in the fields of sustainable innovation and entrepreneurship - to build a stronger bridge between research and practice and to start the dialogue for creating a sustainable future.

The *Global Good Congress* marks the launch of the Good100* list and the announcement of 100 Days of Innovation as part of the 5th Edition of GoodFestival. The one of its kind event combines powerful keynotes, inspiring presentations and group discussions, with networking opportunities and an interactive exhibition, where innovative sustainable products are showcased. But we do not stop here: we also screen the award-winning movie “Poverty Inc.” followed by a thought-provoking panel discussion with the film producer and experts from international organizations.

**Note: All 100 Innovators selected for the Good100 list will receive free tickets for Global Good Congress. Sustainable Innovators can apply at www.GoodFestival.ch*

Some highlights of the 1st Global Good Congress:

Keynotes

- :: “Why sustainability is at the heart of everything we do at Coop” by **Céline Arnold**, Sustainability Manager, Coop
- :: “Academic + Practitioner = 3” by **Geoffrey Kistruck**, PhD, Director of the Social Innovation Research Lab, and the Ron Binns Chair in Entrepreneurship at the Schulich School of Business, York University, Canada
- :: “My journey to build a better world - why SDGs matter” by **Jos Verbeek**, Special Representative to the UN and WTO, World Bank Group. Jos has worked for the World Bank for 26 years after his PhD from Tinbergen Institute - Erasmus University Rotterdam
- :: “How UN Global Compact became the world's largest corporate sustainability initiative with 13,000 corporate participants and stakeholders in over 170 countries” by **Antonio Hautle**, Executive Director, Global Compact Network Switzerland

Breakout sessions

One: Social Business Models: Creating, Aligning, and Measuring Impact

- :: “Business Model and Strategy Design for social and environmental impact” by **Lorenzo Massa**, PhD. EPFL / École Polytechnique Fédérale de Lausanne
- :: “Who wants to work hard and remain poor?” by **Ines Burrus**, PhD Candidate, HES-SO Haute école spécialisée de Suisse occidentale, Lausanne
- :: “Impact measurement of social enterprises: a conceptual framework” by **Lien de Cuyper**, PhD, ETH / Swiss Federal Institute of Technology, Zurich
- :: “How can companies evaluate their societal value creation? An application in innovation decision making” by **Marcelo de La Cruz**, PhD Candidate, Institute for Innovation Management at the Ludwig-Maximilians-Universität München

Two: Collaborating, Co-Creating, and Co-Organizing for Societal Change

:: “Crowdfunding: Grassroots funding for grassroots ideas” by **Kristian Roed Nielsen**, PhD, Assistant Professor at Copenhagen Business School

:: “Social & business co-creation: from why to how?” by **Laurent Houmard**, Professeur and co-responsible of l'Institut en innovation sociale et management durable, École spécialisée de Suisse occidentale, Haute école de gestion Fribourg

:: “But what if we did it collectively? The (untapped) potential of collective entrepreneurial solutions to grand societal challenges” by **Christina Hertel**, PhD Candidate, Technische Universität München

:: “New Venture Team Design – Key to Nascent Ventures’ Success?” **Miriam Bird**, PhD, Assistant Professor and Director at the Global Center for Entrepreneurship and Innovation, University of St. Gallen

Three: Social Entrepreneurship in Context: Culture, Institutions and Development

:: “Technology Innovation and entrepreneurship in low and middle-income countries” by **Solomzi Makohliso**, PhD, EssentialTech Program at EPFL / École Polytechnique Fédérale de Lausanne

:: “Adaptive Evaluations to maximize Impact” by **Adina Rom**, PhD Candidate, ETH / Swiss Federal Institute of Technology, Zurich

:: “Willing to “sacrifice” profits in return for social return? Culture helps explain why some founders choose this path” by **Shirah Foy**, PhD Candidate, EPFL / École Polytechnique Fédérale de Lausanne

:: “The role of institutional environment in women entrepreneurs and women’ succession intentions” by **Daniela Gimenez**, PhD, Postdoctoral Research Assistant, Technische Universität München

Lunch Break to network and to get inspired: Montreux Jazz Digital Project: From a Patrimony to an Innovation Platform

Film Screening “Poverty, Inc.” and Panel Discussion

:: **Mark Weber**, Producer, Poverty, Inc. and Research Scientist, MIT-IBM Watson AI Lab Boston

:: **Nettra Pan**, Postdoctoral Researcher and Lecturer, ENTC, École Polytechnique Fédérale de Lausanne

- :: **Carlos Alvarez de la Vega**, Innovation & Future Communications, Federation of Red Cross and Red Crescent Societies, Geneva
- :: **Jessica Graf**, Founder and Managing Director, LeFil Consulting
- :: **Adina Rom**, Researcher, ETH and Founder, Policy Analysts Switzerland

Good100 Announcement and 100 Days of Innovation

- :: Global Good Congress, co-produced with EPFL Tech4Impact, 2 Nov 18, The Olympic Museum (for Sustainable Innovators & Researchers of sustainable innovation)
- :: Good Water Summit, co-produced with Waterpreneurs, 6 Dec 18, Musée Romain (for Sustainable Innovators focused on Water or Sanitation issues)
- :: Great Women Leaders with leading Swiss organizations, 7-8 Dec 18, Musée Romain and Salle Paderewski (for Sustainable Innovators focused on equality & social justice)
- :: Firestarter Summit at Tesla, 11-12-13-14 Dec 18, Tesla Lausanne and Salle Paderewski (for Music, Fashion & Filmmakers promoting Sustainable Innovation)
- :: Good Brand Summit with leading Swiss and Global Brands, 8 Feb 19, Beau Rivage Palace (for Sustainable Innovators working with top brands)

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