



Social Innovation – Doing Good While Doing Well!

We would like to invite you to join the audience for a panel dialogue about social innovation followed by the book release of “Social Innovation – A Travel guide”.

The senior year students from the KaosPilots school in Århus are releasing the book “Social Innovation – A Travel Guide”. The book gathers many definitions and terms within the field of Social Innovation. The book is built up like a travel guide and is divided into chapters such as: The Landscape, Famous Travellers and Social Innovation in Action. It is targeted towards small and medium sized companies, social entrepreneurs, students and others who are curious to know more about how we can use business as a means for social change.

From 1-4 pm we will host a panel dialogue about social innovation with a focus on “*why it is important for the future and how it can be activated*”. Among others the panel participants are; Thorkil Sonne from the socially innovative company Specialisterne, movie director Peter Engberg, Allan Alfred from Collaboration and CEO of the Kaospilots, Christer Lidzelius. As an audience member it will be possible to take part in the dialogue by asking questions to the panel.

From 4-8 pm there will be a reception, with the release of the book “Social Innovation – A Travel Guide”. The event will be in English and we expect 300-400 guests who will contribute to an exciting forum, where it is possible to meet new business partners and gain inspiration for future projects and initiatives.

“Social Innovation – A Travel Guide” is registered under the Creative Commons license and can be downloaded at www.socialinnovation.biz

The event will take place September 12th at the Student House in Århus, Nordhavnsvej 1, 8000 Århus C. Free entrance from 12.30 pm. www.studenterhusaarhus.dk

“You can always count on the KaosPilots to take you exactly where you need to go - in this case on a journey to the future.”

Alan M. Webber
Founding editor, Fast Company