

Social entrepreneurship as a new model of sustainable social change

The aim of the conference: to explore the social entrepreneurship concept and to provide an opportunity for participants to share experience, introduce and discuss innovations, trends and challenges in the area of social entrepreneurship.

Venue: Almaty Management University (former International Academy of Business), auditorium 403, 4th floor, Rozybakieva St. 227, Almaty

09.00 – 09.30

REGISTRATION

09.30 – 09.45

OPENING AND INTRODUCTIONS

- Jim Buttery, Director, British Council in Kazakhstan
- Asylbek Bazarbayevich Kozhakhmenot, Rector Alma University
- Leila Aitmukhanova, Social Investment and Public Relations Supervisor, Chevron

09.45 – 10.45

PLENARY PRESENTATIONS

- **The possibilities social entrepreneurship**
Speaker: Leonie Jarrett, School for Social Entrepreneurs, London
- **Entrepreneurship model as an accelerator of social entrepreneurship**
Speaker: Kseniya Yuzhanova, Director of Entrepreneurship Centre, Alma University, Almaty
- **Bill on social entrepreneurship in Kazakhstan**
Speaker: Talgat Kazkenovich Doskenov, Chairman of the Committee for social affairs and social partnerships, National Chamber of Entrepreneurs of Kazakhstan “Atameken”, Astana

10:45 – 11:15

COFFEE BREAK

11.15 – 12.00

CASE STUDIES

- **BI Group initiatives in the field of social entrepreneurship**
Speaker: Saya Novar, Head of PR Department, BI Group Development
- **Social beauty salon and shop for the production of wicker furniture**
Speaker: Emin Askerov, Vice-President of public fund “Best for Kids” and Project Manager, Astana
- **Gym for disabled people**
Speaker: Eldos Bayalysbayev, Director of Club for disabled people “Asar”, Taldykorgan

12.00 – 12.45

PANEL DISCUSSION:

Possibilities, advantages and challenges in social entrepreneurship

1. Presentation of the results of the research on social entrepreneurship.
Presenter: Aigerim Kaumenova, Alma University
2. Discussions

Key questions to discuss:

1. What unique challenges and perspectives SE faces
2. What the government role in promoting SE is
3. Business and SE: why businesses support SE; how to engage businesses to support SE

Panel discussion participants:

- Gulzira Amanturlina, Association of Social Entrepreneurs of Kazakhstan
- Leonie Jarrett, School for Social Entrepreneurs
- Gennadiy Frank, Social Entrepreneur

12.45 – 13.45

LUNCH

13.45 – 14.45

PRESENTATION

- **Sponsorship and fundraising in social entrepreneurship**
Speakers: Chevron, Kcell, Coca-Cola, Soros Foundation-Kazakhstan< Reach for Change Foundation

14:45 – 15:45

WORKSHOP PARALLEL SESSIONS

- **Social entrepreneurship: turning your idea into reality**
Trainer: Leonie Jarret, School for Social Entrepreneurs
- **Plan your future, basics of financial literacy**
Trainer: Gulnar Bekenova, Public Association “Centre for Supporting Initiatives”
- **Fundraising and Sponsorship: proposal development**
Trainer: Rinad Temirbekov, Eurasia Foundation of Central Asia

QUICK PRESENTATIONS: HOW TO...

- **Business mentoring for social entrepreneurs**
Presenter: Pavel Koktyshov, Club of Young Entrepreneurs
- **Effective marketing in social entrepreneurship**
Presenter: Anastassiya Blok, Eurasia Foundation of Central Asia
- **Successful networking: how to develop useful business links**
Zhanar Nurlybek, Fryday Almaty

15.30 – 16.00

CLOSE