



Social Seducement

Final seminar

7 June 2017

Royal Library of Belgium, Mont des Arts, B-1000 Brussels, Park Room

Programme

“Promoting social economy enterprise creation as a key tool for empowerment and active citizenship: The added value of online (learning) games”

Social economy has gained new momentum nowadays as an alternative way of “doing business”, as an opportunity to reap the benefits of developing entrepreneurial activities collectively, of pooling capacities and knowledge, sharing risks etc. Many perceive it (above all) as a ‘new’ tool for employment creation. However, there is much more to it.

Many social economy entrepreneurs see it as an opportunity to take their life (back) into their own hands, to shape their own future together with others, to experience democracy also in economy, to contribute to the strengthening of communities and solidarity, to gain self-confidence and feel co-owner of a project. Obviously, one does not become a social economy entrepreneur from one day to the other.

Some programmes and initiatives providing assistance already exist. However, a majority of training schemes for enterprise creation are often not adapted to the specific characteristics of the social economy and/or do not have appropriate tools to reach out to a diversity of persons.

Which potential could collective online (role play) games or gamified learning have in this context?

Starting from a snapshot of the Belgian context regarding social economy and enterprise creation in the field of social economy this seminar will present the Social Seducement initiative and one of its main outputs - SocialPlaNet. SocialPlaNet is an online game, which has been designed as a gamified learning platform providing unemployed with an idea of social economy entrepreneurship and an opportunity to simulate the shaping of a social economy ‘business idea’ in a group.

9.00-9.30 Registration

9.30 Welcome

Kerstin Junge, Tavistock Institute of Human Relations (project leader)

Focus on the Belgian context

Moderated by REVES

9.45 Panel discussion “Setting the framework: Social economy as a key tool for empowerment and active citizenship”

- *Pascale Desrumaux, Cannelle: Reaching out to the most disadvantaged*
- *Jérôme Herman, Damnet: Democracy and co-creation within the enterprise*
- *Pierre Heldenbergh, Les Grignoux: Mobilising communities*
- *Francine De Groof, Cum Verbis: Translating solidarity across borders*

Q&A

10.30 Social economy, enterprise creation and training – the example of the University of Kortrijk

Jef Tavernier, University of Kortrijk

Q&A

11.15 Social economy enterprise creation in Brussels

- *Sébastien Pereau, CONCERTES: Social Economy – the policy framework in the Brussels Capital Region*
- *Candice Francescato, Coopcity: Supporting the creation of local enterprises having a positive impact on society*
- *Laurent Staner, Groupe One aisbl: Creating enterprises in the field of sustainable development*

Q&A

12.30 Lunch break (Cannelle)



Social Seducement and SocialPlaNet

13.30 Presentation of the Social Seducement Project and SocialPlaNet

Kerstin Junge, Tavistock Institute of Human Relations (project leader)

Q&A

14.30 Scaling-Up and Facilitators' Network

Kerstin Junge, Tavistock Institute of Human Relations (project leader)

Renate Goergen, Le Mat

Q&A

15h Coffee break

15.30 Panel discussion: *Online Games as a new tool to combat unemployment and social exclusion: Opportunity or temporary fad?*

Moderator: REVES

- *Ana Umbelino, Councillor, City of Torres Vedras (PT)*
- *Giannis Vikas, Athens Development & Dest.Manag. Agency (GR)*
- *Gio Lodovico Baglioni, Sol.Co Camunia (IT)*
- *Laurent Staner, Groupe ONE, SocialPlaNet Test Facilitator and Game expert (BE)*
- *Daniel Burgos, UNIR (ES)*
- *Patricia Martinez, AEIDL, project leader Social Innovation Community*

Q&A

16.30 Conclusions

Tavistock Institute of Human Relations (project leader)

Working language of the seminar will be English, with consecutive translation from French to English in the morning session.

To register please send an e-mail to office@revesnetwork.eu or follow the link "Register" [here](#).