

**A  
BOOST  
TOWARDS  
SOCIAL  
INNOVATION**

# TIME TO CHANGE YOUR POINT OF VIEW

## NEED A BOOST TOWARDS SOCIAL INNOVATION?

### CREATIVE INDUSTRIES AUSTRIA TAKES YOU OUTSIDE THE BOX

**Global challenges**, such as the growing demand for limited resources, an aging society, climate change and social imbalances, require more coherent and long-term outside-the-box solutions. It's time to change your point of view! Decision-makers need to consider and implement alternative concepts in order to cope with the complexity of global problems. Social innovations offer new alternatives, make transition easier and can turn challenges into opportunities.

**creativ wirtschaft austria** makes social innovation more likely to succeed and more visible by creating best practices and by improving the impact and the dynamics of change in a more inclusive world.

**Ready to change your point of view?** Get inspired by joining the evening reception of creativ wirtschaft austria in Brussels to gain insight into new concepts and the creative business dimension of social innovations!

### WE CORDIALLY INVITE YOU TO JOIN US

Join us on  
at the

**18 NOVEMBER 2014, 7 PM**

**Permanent Representation  
of Austria to the EU in Brussels  
Avenue de Cortenbergh 30 / 1040 Bruxelles**

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### PROGRAMME

7.00 PM  
7.30 PM

#### **ADMITTANCE AND APERITIF WELCOME AND INTRODUCTION**

**Martha Schultz**, Vice President of the Austrian Federal Economic Chamber  
**Gerin Trautenberger**, Chair, creativ wirtschaft austria, Austrian Federal Economic Chamber

#### **KEYNOTE**

##### **Social innovation: just a new buzzword or a new way forward?**

**Anette Scoppetta**, social innovation expert, Centre for Social Innovation Austria

#### **SHOWCASES**

##### **Everyone's Got a Story – Find Your Options in Life and Work**

Ali Mahlodji, co-founder, CEO & Chief Storyteller, **whatchado** (funded by aws)

##### **Accessible for Everyone**

Markus Pröll, CEO, **Xcessity** (funded by aws)

##### **The Impact of Upcycling**

Cloed Baumgartner, CEO & designer, fashion label **MILCH**

##### **Easy and Safe**

Gerald Enzinger, CEO, **Helioz GmbH** (funded by FFG/aws)

9.00 PM

#### **NETWORKING AND BUFFET**

#### **ABOUT creativ wirtschaft austria**

**creativ wirtschaft austria** is a competence centre for creative entrepreneurs and individuals and represents the interests of Austria's creative industries. Embedded in the Austrian Federal Economic Chamber, **creativ wirtschaft austria** acts as a link between creative businesses and the overall economy. It also supports creative people who want to pursue an entrepreneurial activity in this field.

#### **PART OF evolve**

**evolve**, the strategy of the Austrian Federal Ministry of Science, Research and Economy, to promote creative industry based innovation. Activities within evolve are implemented by **creativ wirtschaft austria** and **austria wirtschaftsservice (aws)**, the Republic of Austria's federal development bank. **aws Kreativwirtschaft** is Austria's nationwide funding programme for the creative industries.



Kindly register until  
Monday 10 November 2014

by  
e-mail [creativwirtschaft@wko.at](mailto:creativwirtschaft@wko.at)  
online [www.creativwirtschaft.at](http://www.creativwirtschaft.at)  
fax **+43 (0)590 900 258**

There is a limited number of participants.  
Please bring your confirmation with you.

**REGISTER  
ONLINE  
NOW**

#### **REGISTRATION**

fax +43 (0)590 900 258

**YES, I accept your invitation.**

NAME

COMPANY/INSTITUTION

PHONE

E-MAIL

I'll be accompanied by

NAME

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