

# Measuring Social Impact for Effective Social Investments

Athens, Friday 9<sup>th</sup> December 2016

Venue: [Electra Palace Athens](#), 18- 20, N. Nikodimou Str., 10557 Athens

An event to inform, raise awareness and exchange best practice on measuring social impact, as prerequisite for effectively investing in social causes and achieving social change.

Simultaneous translation into both English and Greek will be provided.

## Programme

**09.30 Registration**

**10.00 Welcome and Introduction**

- Sotiris Laganopoulos, Director, EEA Grants NGO Programme for Greece, Bodossaki Foundation
- Francisco de Paula Coelho, Dean of the EIB Institute

**10.15 - 11.00 Keynote Speech: The Importance of Social Impact Measurement**  
**Jeremy Nicholls, CEO, Social Value UK and Social Value International**

**11.00 - 11.15 Coffee Break**

**11:15 - 12.15 Session 1: Social Impact Measurement Tools and Methodologies**

**Panel Speakers:**

- Claudio Cali, Financial Monitoring Officer, European Investment Bank
- Theano-Maria Tagaraki, Impact Analyst, Equal Society
- Natalia Kiryttopoulou, Senior Consultant at Keystone Accountability

**Moderator:** Olivia Kyriakidou, Assistant Professor, Director of the Unit of Social Entrepreneurship, Athens University of Economics & Business

## **12.15 – 14.00 Session 2: Impact Measurement in Practice: Challenges and Solutions**

### **Panel Speakers:**

- Angelica Patrouba, Public Affairs & Communications Director, Coca-Cola 3E
- Jennifer Clarke, Capacity Building Programme Coordinator, Bodossaki Foundation
- Stefania Andersen, Operational Director at Civil Society Development Foundation
- Christina Fili, Director, Ashoka Greece
- Sophie Lamprou & Dimitris Kokkinakis, Co-founders, Impact Hub Athens
- Katerina Matiatou and Ekavi Valleras, Desmos

**Moderator:** Bjoern Struwer, Founder & CEO, Roots of Impact GmbH

*-Facilitated round table discussions focused on the practical challenges of measuring impact for different sectors*

### **14.00 – 15.00 Lunch**

**15.00 – 15.45 Keynote Speech: Social Investment as a Tool for Sustainable Development**  
Bjoern Struwer, Founder & CEO, Roots of Impact GmbH

### **15.45 – 17.00 Session 3: How can impact measurement drive social innovation and investment?**

*-Selected social entrepreneurs pitch their initiatives to a panel of social investment experts*

### **Expert panel:**

- Jeremy Nicholls, CEO, Social Value UK & Social Value International
- Bjoern Struwer, Founder & CEO, Roots of Impact GmbH
- Claudio Cali, Financial Monitoring Officer, European Investment Bank

### **17:00-17:30 Closing Remarks**

- Sotiris Laganopoulos, Programme Director, Bodossaki Foundation
- Francisco de Paula Coelho, Dean of the EIB Institute

### **17:30- 18:30 Networking Cocktail**