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## **THE IMPULSA FORUM AIMS TO BECOME THE CATALYST FOR A POSITIVE IMPACT ON YOUNG PEOPLE IN THIS FOURTH EDITION**

**The event will be held on 26 and 27 June at the Girona Conference Centre, with a new format**

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The **IMPULSA** Forum aims to take a step forward in this fourth edition and become the catalyst for a positive impact on young people. **IMPULSA** is working to continue strengthening young people's entrepreneurial initiative and build a generation of restless young people with values, attitudes, capacities and projects and a desire to make the world a better place. This new edition has been designed around networking activity that generates movement in which different agents collaborate to generate ideas, identify opportunities, locate resources and encourage attitudes that promote new growth. The Forum will be held on 26 and 27 June at the Girona Auditorium and Conference Centre and at Fira de Girona, and is expected to host more than 1,400 guests, half of whom are under the age of 35. Those attending will be able to interact with each other and enjoy the active involvement of their Royal Highnesses the Prince and Princess of Asturias and of Girona.

The **IMPULSA** Forum is a process launched in 2010 by the Prince of Girona Foundation to discover and propose the educational, technological, economic, political and social conditions required to turn thousands of restless young people into creators of progress through initiatives in all fields.

The President of the **IMPULSA** Forum, Josep Lagares, reminds us that "from the very start, our short to medium-term aim has been to turn committed, restless young people, who we call the **IMPULSA** Generation, into creators of progress in all fields". After three editions, "and as we proposed at the beginning of this process, **IMPULSA** must now establish itself as a movement for generating ideas and initiatives, promoting entrepreneurship and proactivity among young people and thereby acting as the catalyst for the birth of a generation open to changing and improving the world", he emphasised.

“If we want to become a country of entrepreneurs by choice and not only due to necessity, and in the complicated economic and social context mainly affecting young people, **IMPULSA** must take the next step towards establishing itself as an instrument for generating an effective and measurable impact on our young people”, explained the President of the Forum.

**‘Collaboration in action fosters growth’** will be the central theme of **IMPULSA 2013**, which aims to help young people generate ideas, identify opportunities, locate resources and share attitudes to promote their own projects and become changemakers not only for themselves, but also for society as a whole. “If we want to create an impact and new social and economic progress, we need to bring together good ideas and resources –not only financial, but also educational and training resources, etc.– and encourage proactive attitudes and real commitment”, said Josep Lagares.

### **IMPULSA’s new format**

In this fourth edition, the IMPULSA Forum will for the first time be held over a two-day period. The President of **IMPULSA** explained that the new format “is designed to give greater importance and prominence to the awards presented by the Foundation” and he highlighted that “this new format also allows us more time and a chance to introduce innovative activities that encourage those attending to interact”.

The first day of the event, Wednesday 26 June, is dedicated to the **Prince of Girona Foundation Awards**, which will be presented at a ceremony in the Girona Auditorium from 7 p.m.

During the event, the following interventions will take place:

#### **Opening: “Discover your talent and be passionate about it!”**

· **Plácido Domingo** (Madrid, 1941). After more than fifty years of performing in the world’s principal opera houses, Plácido Domingo has maintained his vitality and multifaceted talents. Recognised as one of the best opera singers and conductors in the world, he is currently the General Director of the Los Angeles Opera and previously led the Washington National Opera. He has performed more than 140 roles as a tenor and as a baritone, and has made over a hundred recordings, for which he has received eleven Grammy awards, among his many other honours, such as the Prince of Asturias Award for the Arts, which he received in 1991. In 1993 he founded Operalia, an international singing competition that helps talented young singers to develop their careers. Plácido Domingo also supports other development programmes for

young artistes at the Washington National Opera and the Los Angeles Opera. He is also artistic advisor to the Youth Orchestra of the Americas.

### **Youth Performance**

· **Jaume Lleixà and the Ensemble of the Jove Orquestra de les Comarques Gironines (JOCG)**. Jaume Lleixà, artistic coordinator of the Orquestra de Cadaqués, accompanies the Jove Orquestra de les Comarques Gironines (JOCG) on a musical journey through the FPdGi Awards. The JOCG is part of the Simfònica de Cobla i Corda de Catalunya (SCCC), which brings junior and senior talent together on the same stage in a unique educational project inspired by the IMPULSA Forum. The Prince of Girona Foundation is supporting the SCCC and the JOCG and finances socio-cultural integration grants to enable young musicians from different cities to take part in the project.

The event will close with the presentation of the Prince of Girona Foundation Awards 2013 and a closing speech by HRH the Prince of Asturias and of Girona. The Prince of Girona Foundation Awards will be presented by the Girona actress **Carla Nieto**.

### **Ideas, resources and attitudes**

**IMPULSA 2013**, which will be held on Thursday 27 June, focuses on three main themes –ideas, resources and attitudes– which form the backbone of the talks given by global experts and the presentations of projects that are changing the world, some of them led by young people.

The guest speakers at **IMPULSA 2013** will be:

#### **Opening “Ignite the creative fire within you”**

**Lyn Heward** (Montreal, Canada, 1953) considered to be one of the world’s leading experts in applied creativity; she is the Director of Creation at Cirque du Soleil, and the leader of the success and constant innovation of this artistic entertainment company that employs more than 5,000 people all over the world. Lyn Heward comes from a family of athletes and has been involved in classical dance and acrobatics since she was a child. A graduate in Modern Languages and Humanities, she joined Cirque du Soleil in 1992 where she has prepared the artists in such emblematic shows as *Mystère* and *Alegria*, and was responsible for creating *Quidam* and *Dralion*, among other shows that have been enjoyed by more than 100 million people all over the world. She is currently applying her creative talent and experience to organising and managing large shows for special projects. In her book *The Spark: Igniting the Creative Fire that Lives Within Us All*, Lyn Heward invites us to discover the power of creativity and imagination when applied to our own lives.

## **Ideas Block**

· **Miquel Àngel Oliva** (Girona, 1970) is a creative entrepreneur, university lecturer, coach for entrepreneurial projects and ideas producer. He is an expert in applying creativity in organisations through innovation and business strategy. He is a founding partner and CEO of the NOVAGROUP consultancy and principal creator of the Fundació per a la Creativació® which, inspired by the IMPULSA Forum 2010, promotes the development of creativity and innovation in the education sector. At **IMPULSA 2013** he will talk about “Educating creativation®”.

· **Christer Windeløv-Lidzélius** (Gillstad, Sweden, 1971) is the Principal of KaosPilot, a unique, ground-breaking global educational model dedicated to teaching creative entrepreneurship and social innovation. From its base in Denmark, this school has spent the past twenty years training socially responsible entrepreneurs and agents of change, creative and committed young people seeking to create value, make a difference and shape the society of the future. His talk is entitled: “KaosPilot: creative entrepreneurship for social innovation”.

· **David Heinemeier** (Copenhagen, Denmark, 1979), considered to be one of the key people responsible for the mass revolution in web development in recent years, he is the founder of Ruby on Rails, an open-source web development framework that has become a benchmark for thousands of programmers around the world because of its simplicity. Global services such as Twitter, Groupon, Shopify and Yellow Pages use this code in their developments. In 2005, at the age of 26, Google named him ‘Hacker of the year’, and he appeared on the cover of the *Linux Journal*. He is also a partner at 37signals. His book *Rework*, in which he explains how to launch and manage businesses in a different way, was named bestseller of the year by *The New York Times*, *The Sunday Times* and *The Wall Street Journal*. His presentation is about “Ideas that will REWORK the world”.

## **Resources Block**

· **Anant Agarwal** (Lucknow, India, 1959) is president of edX, the organisation that is changing the foundations of teaching and learning on a global scale by offering free online courses. edX is a joint initiative launched in 2012 by Harvard University and the Massachusetts Institute of Technology (MIT), which other universities in the USA, Europe, Australia and Canada have since joined. Almost one million people are currently enrolled on edX online courses. Professor and Director of MIT’s Artificial Intelligence Laboratory, *The Boston Globe* has named Anant Agarwal as one of the twelve people who are going to change the world. “Launching education into a new dimension”.

- **Gonzalo Martín-Villa** (Madrid, 1972) is global CEO of Wayra, an initiative launched by Telefónica to promote innovation and capture new talent in Europe and Latin America by offering entrepreneurs financial support, mentors, workspaces and technological tools so that they can turn their projects into a reality and accelerate their growth. This initiative is currently supporting more than 180 start-ups in the process of acceleration in twelve countries.

Gonzalo Martín-Villa will share the IMPULSA stage with **Jesús Pérez Llano** (Santander, 1977) who, with the help of an award obtained in one of the Wayra projects in 2011, co-founded TedCas, a platform and interface for the health sector. Together they will talk about “Accelerating ideas towards successful businesses”.

- **Jonathan Ortman** (Fareham, United Kingdom, 1962) is the President of Global Entrepreneurship Week, a Kauffman Foundation initiative in 120 countries that inspires and connects mentors with young entrepreneurs with the ultimate aim of promoting new generations of drivers of change and social progress. There are currently more than 25,000 organisations involved in this project, which has already helped more than 10 million entrepreneurs. As a Senior Fellow of the Kauffman Foundation and President of The Public Forum Institute, Jonathan Ortman mobilises governments’ and public leaders’ commitment to entrepreneurship as a social and economic motor. “The next generation of changemakers in motion”.

- **Jonàs Sala** (Mataró, 1982) is co-founder and partner of Verkami, the leading crowdfunding platform in Europe. Since it began operating in December 2010, this platform has helped more than 900 creative projects obtain the necessary financing to become a reality. More than 100,000 participants have made this possible.

He will be speaking together with **Sergi Figueres** (Sant Cugat del Vallès, 1984), co-founder and CEO of Worldcoo, a crowdfunding network inspired by the IMPULSA Forum 2011, in which NGOs, people and companies interact to create value for all involved. Sergi Figueres and two of his childhood friends decided to create this project in 2012, after experiencing at first hand the problems of financing their own NGO, founded the year before.

Together Jonàs and Sergi will talk about how to “Move society to carry out your project”.

- **Fernando Fabre** (Mexico City, Mexico, 1973) is the President of Endeavor Global, an international movement to provide a catalyst for long-term economic growth by selecting, mentoring and accelerating the world’s best high-impact entrepreneurs. This non-profit organisation is present in fifteen countries and aims to expand into southern Europe during 2013. Fernando Fabre has dedicated the past fourteen years to following and promoting entrepreneurs who create well-distributed wealth and decent jobs and, above all, who become role models, mentors and investors in future generations. This multiplier effect of creation, growth, success and reinvestment is the secret of how large business-generating ecosystems such as Silicon Valley and Tel Aviv are created. Fernando Fabre’s role is to replicate this effect in many other cities throughout the world. “High-impact entrepreneurship”.

## Attitudes Block

· **Sean Carasso** (Fallbrook, California, United States, 1982) will be talking at IMPULSA about “A whistle for a better world”, a social movement to build a global coalition for peace. 2008, the Democratic Republic of Congo. Child soldiers. Those that were too small to carry a gun were sent to the front line as human shields armed with only a whistle. This was the inspiration for Falling Whistles, a fundraising campaign to promote peace in Congo and the rest of the planet.

· **Pedro Tomás Delgado** (Puebla de Alcocer, Extremadura, 1985) is a social entrepreneur and founder and CEO of Aquaphytex. One of Pedro Tomás Delgado’s personal goals is to spread Aquaphytex’s phytotreatment model around the world, and particularly to the poorest areas of the planet, to achieve efficient, sustainable and democratic water management. At the age of 17 he became interested in natural purification processes and started work on an idea that he put into action a few years later with his own company. “Passion is the weapon of mass construction”.

· **Ella Björnsdóttir** (Akureyri, Iceland, 1977) is a recognised expert in transforming European school culture thanks to her years of teaching experience and leadership of teaching at every level of the school community, as well as in sectors such as media, retail and event management. As a European authority on developing Franklin Covey’s Leader in Me method, she has helped thousands of young people to achieve their maximum personal and professional potential. The aim of this method is to nurture each individual’s competences while creating more benefits for the school community and society as a whole. “The leader in me”.

Closing

### **Face to face “Beyond your talent”**

· **Barbara Hendricks** (Stephens, Arkansas, United States, 1948). Internationally acclaimed soprano and Goodwill Ambassador for the UN. At the age of twenty she graduated in Mathematics and Chemistry and went on to study at the **Juilliard** School of Music in New York. In 1974 she made her debut at the San Francisco Opera and the Glyndebourne Festival, and gave her first recital in New York’s City Hall. Since then, her artistic career has gone from strength to strength, and she has performed on the world’s main stages under the direction of great composers and accompanied by the most renowned orchestras. In 1994 she made her jazz debut at the Montreux Festival. She has made more than eighty recital, opera and jazz recordings, as well as other records with major orchestras and chamber orchestras. Since 1987, she has been working actively with the United Nations High Commissioner for Refugees. In 1998 she set up the Barbara Hendricks Foundation for Peace and Reconciliation. She has

received numerous awards for her artistic and humanitarian work, among them the Prince of Asturias Award for the Arts in 2000.

· **Elena Gadel** (Barcelona, 1982). As a child Elena Gadel sang in the school choir and at the age of fourteen she joined the gospel group Masoulfield. When she was nineteen she took part in the second edition of the Spanish television talent contest *Operación Triunfo*, and went on to form her own group and make her first record. She has focused much of her artistic career on musical theatre, starring in shows such as *Mar i cel* and *Grease*. She has now taken the next step in her personal career with her first solo record entitled *De madera*.

“To conclude, the intervention by Barbara Hendricks and Elena Gadel aims to send a potent final message that beyond a person’s individual talents and/or obligations, real transformation and generation of new progress is only possible if we move forward together and make a genuine commitment to taking real action in the moment we are living in”, explained Josep Lagares.

The **IMPULSA** Forum will be hosted by the journalists **Pepa Fernández** and **Ester Bertran**.

### **Workshops and youth performance**

The **IMPULSA 2013** programme is completed with simultaneous workshops that will be held between the resources block and the attitudes block. Continuing the central theme of the Forum, these workshops will complement the talks and interventions and are designed to provide those attending with the key elements for generating growth.

The three workshops are:

· **Generate a winning idea** – This workshop will be led by Xavier Verdaguer (Vic, 1972), a serial entrepreneur from Barcelona since the age of 25. Over the past fourteen years he has set up several technological innovation businesses (TMT Factory, BCN Media, Integra Interactive). In Silicon Valley, in 2010, he founded Innovalley Inc., an intelligent clothing company; Seven4Seven, a social apps company; and the Imagine Creativity Centre, to generate ideas that transform the world and change the lives of the people who create them. He is a promoter of Iniciador Silicon Valley and a member of the San Francisco-Barcelona Sister City Committee.

· **Discover the best resources for entrepreneurs** – Led by Alfons Cornella (Barcelona, 1958), founder and President of Infonomia, which since 2000 has operated as an innovation services company and source of ideas for thousands of Spanish-speaking entrepreneurs. He has published twenty books and over a thousand articles on science, technology and innovation as drivers of change in business. He is a consultant for large companies and has led more than a hundred projects on culture and boosting innovation in organisations. In 2009, he founded Co-

society, an initiative to promote the systematic intersection of business between companies in non-related sectors.

· **Generate a new business model** – will be delivered by Verónica Torras (Terrassa, 1976), promoter of change among people pursuing an idea. Expert in team capacity-building in the use of the Business Model Canvas. Specialist in the design, prototyping and validation of business models using Lean methodologies applied to innovation, such as the Lean Startup and Customer Development methods. She is a mentor for events such as Leancamp, Barcelona Startup Weekend and GoToSiliconValley, and for acceleration and high-performance programmes for entrepreneurs such as EMPENTA, by ACCIÓ-ESADE, and InnoEmprèn, by Tecnocampus. A graduate in Pharmacy (University of Barcelona), she has a Master's in Pharmaceutical Marketing Management and an Executive MBA from ESADE.

In addition to the workshops, the **IMPULSA 2013** programme includes a performance by **Miguel Deparamo** (Granada, 1984). Musician, producer, composer and lawyer, Deparamo will present his show which explores new musical concepts that blend the piano, electronic music with a full group including singers, guitars, bass and percussion, accompanied by the power of an orchestra of more than thirty string and wind instruments.

### **Parallel activities**

The Executive Manager of the IMPULSA Forum, Salvador Maneu, explained that “in the run-up to **IMPULSA 2013**, different activities have been organised with the aim of fostering entrepreneurial initiative in all its dimensions, creativity, education and solidarity. All the activities are being run jointly with other institutions.”

The first parallel activity is Robolot, which will be held in Olot on 27 and 28 April. Robolot brings together the best teaching talent in technology from all over Spain in a day filled with exchange and training in teaching robotics. Robolot, which is expecting 300 participants, will also include several workshops and an educational robot competition for children and young people aged between six and eighteen which aims to encourage vocations in science and technology.

On 14 May in Girona, entrepreneurial education projects from the Girona Counties will be presented. Three hundred fourth-year secondary school students from 26 education centres in the Girona Counties have taken part in the EJE-Valnalon entrepreneurial education projects promoted by the FPdGi and Girona Chamber of Commerce, the project 'Be an Entrepreneur' from the Fundació **Escola Emprenedors** and the Kit Caixa Joves Emprenedors project from the Fundació “la Caixa”. During the day, the participating groups will present the business plans they have created during the school year to a jury made up of young entrepreneurs.

Also included in the parallel activities is the third edition of the Plant-for-the-Planet Academy, which will be held on 24 and 25 May in the county of Bages (Barcelona). One hundred and twenty secondary school pupils from the counties of Girona and Barcelona will take part in this

initiative promoted by the young German Felix Finkbeiner, a speaker at IMPULSA'11. An educational and mobilisation action for children designed to encourage them to get personally involved and actively participate in building a more sustainable world by planting thousands of trees in each country. This edition will benefit from the participation of renowned naturalist Dr. Martí Boada.

The parallel activities being run prior to the Forum will be complemented on 5 June by the Festival of Ideas, the closing session of the Teaching Creativity project run by the Fundació per a la Creativació® and UdiGital.edu of the UdG in Girona's schools during this academic year with groups of children aged between seven and nine.

On 26 June, the Generalitat de Catalunya's Josep Irla Auditorium will host the workshop 'Generate business models through cooperativism', which talks about the opportunity to run an enterprise using the cooperative model as a successful resource for managing and financing businesses. The workshop will be led by Antonio Cancelo (Puebla de Sanabria, Zamora, 1936), who was President of the Mondragón Corporation from 1995 to 2002 and one of the founders and Chairman of the Eroski cooperative.

### **More innovative formats**

Salvador Maneu has also said that "**IMPULSA 2013** will launch new proposals for parallel activities with very innovative formats designed to help showcase initiatives led by young people and to promote spaces for interaction between juniors and seniors."

The first proposal is **Close Encounters**, which will take place on Wednesday 26 and is aimed at the young attendees of IMPULSA who will have the opportunity to be chosen to interact with the guest speakers and award winners from the different editions of the Forum, as well as with members of the Prince of Girona Foundation Advisory Council.

The **IMPULSA** Forum will also host the **PROJECTARIUM** space, which aims to provide visibility for innovative and ground-breaking projects led by and addressed to young people which generate new progress and provide solutions to real problems. *Projectarium* is designed to connect and encourage alliances between different initiatives and resources that pursue the common goal of generating social, cultural, scientific and economic values that benefit young people and society in general. The Prince of Girona Foundation is currently accepting applications from young people who would like to take part in *Projectarium*. The deadline for submitting applications is 12 May.

Just as in the previous edition, **IMPULSA 2013** will be offering an online **networking** platform to facilitate interaction between those attending, either through virtual or face-to-face contact. The platform will be open from the end of May.

Registration for the **IMPULSA Forum** is open for both junior and senior attendees. In both cases, people wishing to attend should complete the online registration form available on the Forum website ([www.forumimpulsa.org](http://www.forumimpulsa.org)).

**IMPULSA** is organised by the Prince of Girona Foundation, and has been designed by an Organising Committee formed of Anna Maria Geli (Rector of the University of Girona); professor Antonio Dávila (IESE); Jaume Pagès (CEO of Universia); Israel Ruiz (Executive Vice-President of the Massachusetts Institute of Technology); Girona native Anna Codina and Adrián Latorre (IMPULSA 2011 guest speaker), young entrepreneurs in a personal capacity; and on behalf of the Prince of Girona Foundation: Antoni Esteve, Gonzalo Rodés, Jaime Carvajal, Enric Brancós, Mònica Margarit, Maite Esteve, Salvador Maneu (Executive Manager of the IMPULSA Forum) and Josep Lagares (President of the IMPULSA Forum).

### **The Prince of Girona Foundation**

The **FPdGi's** aim is to support young people in order to strengthen their capacity for building a better and more solidary society, paying particular attention to young people from disadvantaged backgrounds. This is an area in which the **Foundation** hopes to set the benchmark for promoting talent through projects in which young people of all ages and from different backgrounds play a leading role. The foundation's main activity centres on four lines of action: fostering entrepreneurial spirit, academic success, improving employability and workplace integration, and nurturing vocations and talent.

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