

THIRD EDITION OF THE IMPULSA FORUM: THE TIME AND PLACE IN WHICH YOUNG PEOPLE LOSE THEIR FEAR OF BECOMING ENTREPRENEURS

On 29 June in the Girona Auditorium the IMPULSA Forum will bring together more than 1,200 people, half of them under the age of 35

The third edition of the **IMPULSA** Forum aims to continue encouraging young people's entrepreneurial attitudes and build a new generation of restless young people with values, attitudes, capacities and projects eager to make the world a better place. With its innovative neural network format in which speakers and attendees interact, **IMPULSA 2012** is based on collaboration across different knowledge areas and sectors. This all-day event is being held on Friday 29 June at the Girona Auditorium-Conference Centre and Fira de Girona. Their Royal Highnesses the Prince and Princess of Asturias and of Girona will play an active part in the Forum, which is due to be attended by more than 1,200 guests, half of them under the age of 35. The activities planned in the run-up to **IMPULSA 2012** began last weekend and will continue throughout May and June.

The **IMPULSA** Forum is the time and the place where young people lose their fear of becoming entrepreneurs. This is a process launched in 2010 by the Prince of Girona Foundation to discover what educational, technological, economic, political and social conditions are required to turn thousands of restless young people into creators of progress, through initiatives in all fields.

In the Forum, projects to foster entrepreneurial initiative are connected, integrated and merged together. In this edition the Forum “wants to continue building the **IMPULSA** generation which, despite the current difficulties, wants to change the world”, as the President of the Forum Organising Committee, Josep Lagares, explained.

IMPULSA 2012 aims to go one step further and build this generation through collaboration, a vital social attitude in young people and society at large in order to promote progress and tackle the growing complexity of our world. Collaboration between different disciplines, companies, research groups and sectors, as well as between emerging talent and established talent will, in the coming years, be the most important catalysts for transforming society.

Just as in the previous edition, the Forum will centre on four key areas: educating, building enthusiasm, entrepreneuring and transforming. This year, the concept of collaboration is the cross-cutting theme present in every block. An attractive and innovative format has been designed to alternate speeches by global experts, conversations between juniors and seniors, youth projects that are changing the world and various performances, some of them created especially for the Forum.

With regards the guest speakers, Josep Lagares has highlighted that “the **IMPULSA** Forum will begin by stating that the future is ‘CO-’ and at the end of the day we will present experiences that prove that the world is already ‘CO-.’”

The speakers at **IMPULSA 2012** are:

Opening: “The future is CO-: Together we will make dreams come true”

· **Michael López-Alegria** (Madrid, 1958) is NASA's most experienced astronaut. Between 1992 and 2012 he took part in four space missions and holds three records: the longest space flight, the highest number of extra-vehicular activities and the longest accumulated duration of these activities. Ex-Commander of the International Space Station (ISS), he is currently the President of the Commercial Spaceflight Federation, an association that brings together start-ups and leading companies in the aerospace sector, promoting technological innovation and encouraging young people to study for science and engineering degrees. He will open the Forum by stressing that changing the world is only possible with enthusiasm, talent, hard work and collaboration.

· **Kiran Sethi** (Bangalore, India, 1966). One of the world's greatest experts in fostering creativity in young people, in 2009, she founded Design for Change, the first international movement for change led by children, which aims to put their early creativity to use in resolving global challenges. Currently, Design for Change is present in more than thirty countries, including Spain. Prior to this, Kiran Bir Sethi set up the Riverside School in Ahmadabad (India), where children are taught the most important lesson in life: 'I can'. She will speak at **IMPULSA 2012** about “Overcoming any challenge by teaching creativity”.

· **David Rosendo** (Seville, 1980). Secondary school teacher and head of the Department of Entrepreneurial Initiative of the Government of Andalusia, he will present the Prince of Girona Foundation's Entrepreneurial Education Project, which consists of drafting an educational proposal that involves teaching entrepreneurial initiative from primary school until sixth-form level and vocational training in Spain. His presentation is entitled “Learn to be an entrepreneur at school”.

· **Caroline Jenner** (Edmonton, Canada, 1957). CEO of Junior Achievement-Young Enterprise Europe, and actively involved in the European Commission's entrepreneurship education policies, she has led expert groups such as New Skills for New Jobs. In 2004, she was appointed European Vice-President of Junior Achievement Worldwide, an initiative that involves businesses and professionals

collaborating to share their experience with children and young people. She has also participated in the creation of global initiatives such as the Report on Entrepreneurship Education for the World Economic Forum 2010. “Teaching entrepreneurial initiative”.

· **David Risher** (Bethesda, USA, 1965). His dream is to use technology to spread the transforming power of education to every corner of the planet, and his most immediate goal is to reach 1 million children by 2015. With this mission in mind, he founded Worldreader, an initiative launched in Barcelona to unleash the potential of millions of children in developing countries using digital books. David Risher was Vice-President for Worldwide Retail at Amazon.com and a senior executive at the Microsoft Corporation. “Books for all... Who said it was impossible?”

· **ESCAC** (Barcelona, 2011). A group of fourth-year Film Directing students at the ESCAC Film and Audiovisual School of Catalonia have joined forces in this collaborative project to make a film as part of their Director’s Workshop course. The production was shown at the San Sebastian Film Festival and has been very well received by audiences and critics alike. At IMPULSA 2012 they will talk about the creating process with Toni Segarra, widely recognised as a reference in the world of creativity. This dialogue will be entitled “Fitting together the pieces of a puzzle”.

· **Jil van Eyle** (Hilversum, the Netherlands, 1967). When his daughter Mónica was born with hydrocephalus in 1998, Jil van Eyle’s life changed forever. From that moment on, he has dedicated all his talent, knowledge and energy to making the world a better place. He is the creator and promoter of Teaming, a solidary collaboration initiative that aims to support charitable causes through micro-donations of €1 per month. Currently, 1,000 businesses in forty different countries practice Teaming, and between them they collect €200,000 a month, which goes towards various social projects. “Teaming: when micro-collaboration is multiplied”.

· **Jorge Luengo** (Cáceres, 1984). A graduate with three engineering degrees and a mathematics teacher, Jorge has been fascinated by the world of magic since he was four years old. He gave his first public performances at the age of fifteen. Not having a school of magic near his home forced him to be creative and design all his own acts.

This self-taught magician reveals his secret as 'the three Ps': practice, practice and practice. Among his other awards, in 2009 he won the World Championships of Magic prize at the World Magic Congress held in Beijing, considered to be the Olympic games of magic. "From enthusiasm to reality: it all depends on you".

· **Lotta Marjatta Hassi** (Espoo, Finland, 1979). One of the foremost European experts in collaboration between businesses, she is convinced that the future is 'co-', because in this increasingly complex world we need cross-collaboration between businesses, sectors and disciplines in order to find solutions to global challenges. With this endeavour in mind, Lotta Hassi participates from Finland in the co-society project, which is a network launched in Barcelona that brings together the best companies in various countries to combine their knowledge and generate innovation. "In a very complex world: collaborate to be an entrepreneur".

· **Jean Claude Rodríguez-Ferrera** (Barcelona, 1967). In 2004, he began his largest project to date: Self-Financed Communities (CAF), communities in which partners provide microcredits to cover small but essential financial needs. In recognition of this initiative he has been chosen as a social entrepreneur by Ashoka International, and has been awarded various international prizes, including the CYEA award, which recognises the best creative young entrepreneurs in the world. He has founded four businesses, his first while he was still a student. "Another way of being an entrepreneur is possible".

· **Mar Alarcón** (Barcelona, 1975). In 2011, after having her second child, and in the midst of the economic crisis, she decided to set up Social Car, the first person-to-person car rental operator in Spain, a model of cross-collaboration that already has 500 drivers and 2,500 cars signed up throughout Spain, and which is reinventing firmly established concepts, such as car insurance and payment methods. A Law graduate, she lived in China between 2004 and 2007, and collaborated with Muhammad Yunus, winner of the Nobel Peace Prize and IMPULSA 10' guest speaker, at the Grameen Bank (Bangladesh). "Welcome to the new economy: the co-economy".

- **David Karp** (New York, USA, 1986). Share anything effortlessly: this is the essence of Tumblr, the microblogging platform created in 2007. Hailed as a global benchmark, the platform already has more than 50 million blogs registered, outnumbering Wordpress in terms of number of users. David Karp founded Tumblr when he was just 21 years old and is tipped to become one of the leaders of future global trends in information and communication technology. “Sharing is easy”.
- **Ryan Hreljac** (Ontario, Canada, 1991). When he was six years old, he was shocked to discover that millions of children in Africa had to walk several kilometres to collect drinking water. A year later, he managed to gather enough support from his neighbours, friends and acquaintances to build a well in a school in Uganda. Today, at the age of 21, he is a passionate and committed campaigner for water management and sanitation in developing countries. Since it was founded, Ryan’s Well Foundation has helped to build more than 700 wells and 900 latrines which have improved the sanitary conditions of close to 745,000 people. Now the project is also complemented by the construction of educational centres beside these wells. “If we work together, we can move the world”.
- **Kadija James** (Montpellier, France. 1977). Deputy General Director of Nos quartiers ont des talents, an association founded in 2005 in the Parisian *banlieue* of Seine-Saint-Denis to showcase the talent of the young residents of these outskirts and to accompany them in the transition process between their higher education and finding their first job. This association has turned almost 3,000 directors from French companies in all sectors into mentors, who have sponsored more than 12,400 young people, 75% of whom have found work in their field of study after completing the mentoring programme. The Prince of Girona Foundation is working to adapt this project to be applied in Spain. “Our neighbourhoods have got talent: opportunities for all”.
- **Ester Bertran** (Banyoles, 1979). Restless journalist, cinema lover and documentary fan, author of reports and short films and a member of the Marrecs de Salt human castle team. In October 2010, she filmed the video *Ho portem dins* (‘We carry it inside us’), that captures the team carrying a four-person tower up the steps of Girona

cathedral, and which transmits the message that ‘when facing adversity, the most important thing is for everybody to work together to get back up and move forward with optimism and confidence’. “Get up again, once and again”.

· **Paco Ragageles** (Barcelona, 1967). Passionate about radio and technology and co-founder of Campus Party, the most important Internet event in the world in the areas of innovation, creativity, science and digital entertainment, his aim is to create the largest geek innovation community on the planet and encourage them to use their talent and experience to create. Campus Party was launched in 1997 in Mollina (Málaga) as a meeting point for dozens of young people with a passion for technology, and today it is held in several different countries. The ‘campus community’ is made up of more than 180,000 young people from all over the world. “‘Geeks’ for sharing talent and technology”.

· **Pedro Alonso** (Madrid, 1959). Pedro Alonso feels privileged to be able to do something he loves as a career –research– and to have the opportunity to develop a vaccine against malaria (that could be available as soon as 2014), after dedicating more than three decades to research. Full professor and Director of the Barcelona Institute for Global Health (ISGlobal) - CRESIB (Hospital Clínic and University of Barcelona), and Chairman of the Board of Governors of the Manhiça Foundation, the Manhiça Health Research Centre (CISM, Mozambique). Winner of the Prince of Asturias Award for International Cooperation 2008. “Impossible challenges? Interdisciplinary collaboration!”.

Closing: “The world is CO-: Imagine that everything is possible”

· **Elisabetta Dami** (Milan, Italy, 1965). With her books –close to 50 titles translated into more than 20 languages– and thanks to some innovative stylistic and typographic resources, Elisabetta Dami has revolutionised children’s literature with the travels and adventures of Geronimo Stilton. This author, who would rather be experiencing the adventures of her fictional characters at first hand –climbing Mount Kilimanjaro, running the New York Marathon and parachute jumping– than making public appearances, has agreed for the first time to share the values of her Fantasy Company with all the participants of the IMPULSA Forum 2012 and close the **IMPULSA Forum 2012**.

Co-performances / Parallel activities

The Forum programme is completed by junior-senior co-performances by the tap dancers Guillem Alonso and Roser Font; by Madrid’s Leticia Moreno, one of the youngest internationally successful violinists; and by the *Tenora 2.0* project, a musical group from Girona created specifically for this edition of the IMPULSA Forum.

Prior to the **IMPULSA 2012** main event, different activities have been organised with the aim of fostering entrepreneurial initiative in all its dimensions: creativity, education and solidarity. In this year’s edition, the PGiF has made an effort to expand the range of events offered, all of them being run in collaboration with other institutions. The programme of activities kicked off on 4 and 5 May and will run through until the day of the IMPULSA Forum.

The first activity took place on the weekend of 4 and 5 May, with the second edition of the Plant-for-the-Planet Academy project, held in Cantonigròs, in Osona County. The Plant-for-the-Planet Academy is the main initiative of the “Plant-for-the-Planet Children’s Initiative”, an international organisation created in Germany in 2007 by a then nine-year-old boy, Felix Finkbeiner (an IMPULSA 2011 guest speaker), and promoted by children all over the world. The project’s mission is to convince politicians

in charge and adults in general of the need to adopt concrete measures to fight against climate change and help the environment.

The preliminary activities for **IMPULSA 2012** will continue on 17 May with the public presentation of the business plans for the school cooperative project that the Prince of Girona Foundation and the Valnalón Technological City (a public company in Asturias) have promoted in different educational centres in the Girona counties, with the support of Girona Chamber of Commerce. The school cooperative project encourages secondary school pupils to create and manage mini-businesses by forming student-run cooperatives.

From 11 to 14 June, Barcelona, Tarragona, Lleida and Girona will host family workshops to awaken a creative spirit in children and their parents as part of the closing events of the 'Children's University' project, launched by an association of Catalan public universities which includes the University of Girona.

A workshop on global trends in education and another on promoting self-financed communities (CAF) form the focus of the final activities planned prior to IMPULSA 2012. On 28 June, the day before the Forum, the Coma Cros Cultural Factory in Salt is running a workshop for teachers, educators, parents and young people on the key ideas for the future of education entitled "A review of the new ideas and the new concepts in education". In parallel, the workshop "How to create your own Self-financed Community", addressed to community leaders representing cultural minorities and the heads of associations and NGOs, will be led by Jean Claude Rodríguez-Ferrera, a speaker at **IMPULSA 2012**. Self-financed Communities are those in which members provide microcredits to cover small but essential needs.

The activities will continue into the day of **IMPULSA 2012** with a music workshop designed to encourage musical vocations in children from disadvantaged backgrounds who have no prior musical training as a way to promote their social inclusion, organised by the teachers and students of Xamfrà (music and performing arts centre in the Raval district of Barcelona) and the Claudefaula music school in the Santa Eugènia district of Girona.

There will also be another creativity workshop led by UdiGital.edu at the University of Girona based on the 'Scratch' language (created by the Massachusetts Institute of Technology to develop creative thinking in young children) addressed to fifth-year primary school children.

The Forum will close with the **IMPULSA 2012 Awards** ceremony which will be presented by Their Royal Highnesses the Prince and Princess of Asturias and of Girona. This will be preceded by a speech by the Italian writer Elisabetta Dami, internationally famous for her series of children's books following the adventures of the mouse Geronimo Stilton, and a presentation of the conclusions of the day which, for the first time in this edition, will be read out by two students, one taking professional training and the other in their second year of sixth-form studies.

Another of the new features in this edition are the **IMPULSA** presenters who, for the first time, will be three university students from Girona, Valencia and Cordoba.

The Forum can be followed via streaming through the Universia network, which unites more than 1,200 universities in Spain and Latin America, the Campus Channel of Campus Party, the network of Infonomia innovators, and on the Foundation's website.

IMPULSA is organised by the Prince of Girona Foundation, and has been designed by an Organising Committee made up of Anna Maria Geli (Dean of the University of Girona); lecturers Alfred Vernis (ESADE) and Antonio Dávila (IESE); Jaume Pagès (Managing Director of Universia); Alfons Cornella (Chairman of Infonomia); Israel Ruiz (Executive Vice-President of the Massachusetts Institute of Technology); Girona natives Anna Codina and Adrián Latorre (speaker at IMPULSA 2011), 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).

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 **FPdGi's** 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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