



We are pleased to welcome international and national delegates to Appennino Tosco Emiliano Biosphere Reserve Italy, in order to learn, share, and discuss ‘The Role of Social Enterprise for UNESCO Biosphere Reserve Development’. During the MAB UNESCO International Workshop we will:

- **Host** around 50 local enterprises
- **Foster discussion** of what it means to be a social enterprise within a European Biosphere Reserve, especially within **Appennino Tosco Emiliano Biosphere Reserve**. *What role do social enterprises play? How can you recognise them? How can you support them?*
- **Hold stakeholder discussions** towards the “SEBR Policy Report” and the “Social Enterprise World Forum” (September 2018, Scotland).
- **Promote** the [OASIIS Platform](#) and the international Social Enterprise & Biosphere Reserve Network, and institutions and enterprises that support the importance of social enterprises role for UNESCO Biosphere Reserve development.
- **Populate** the [OASIIS Platform](#) with enterprises from **Appennino Tosco Emiliano Biosphere Reserve**.
- Continue the **involvement** of the local enterprises in the Tosco Emiliano Appennines business venture, and branding strategy ‘**I CARE APPENNINO**’.
- **Define the guideline and concession** for the brand ‘**I CARE APPENNINO**’
- **Promote collaboration** between BRs through the exchange of social enterprise good practices.
- **Contribute** to the opening of the local “Community Cooperative School”

Wednesday 18th October

Arrival and transfer of the international delegation

Thursday 19th October

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| 09.00 - 13.30 | <p>Welcome and introductions to workshop themes</p> <p>OASIIS-Insights – Dominik Wörner, Co-founder of Insights Germany and Tabitha Ewing, OASIIS Project Coordinator</p> <p>Social enterprise best practice – International and national examples</p> <p>International Social Enterprise presentations:</p> <ul style="list-style-type: none"> • Chris Saunders – Adventure Centre for Education (ACE), Galloway and Southern Ayrshire Biosphere, Scotland • Pia Åkesson – Lugnas Quarry, Lake Vanern Archipelago Biosphere Reserve, Sweden • Shelagh Hourahane – Cletwr, Dyfi Biosphere Reserve, Wales |
| 13.30 – 14.30 | Lunch break |
| 14.30 - 18.30 | <p>The role of Social enterprises and BR: ideas and opportunities to develop Appennino - Panel discussion</p> <p>‘I CARE APPENNINO’ brand: strategy and tools – Fausto Giovanelli – Appennino Tosco Emiliano Biosphere Reserve Coordinator</p> <p>Open Debate on the guidelines for application of the brand ‘I CARE APPENNINO’</p> |
| 18.30 | Cocktail Reception |
| 19:00 | Dinner and policy discussion concerning the “SEBR Policy Report” and the “Social Enterprise World Forum” |

Friday 20th October

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| 08.00 - 13.00 | <p>Shuttle towards Succiso (RE)</p> <p>Coffee break en route in “Passo di Pradarena”</p> <p>Meet with local officials and social enterprise representatives</p> <p>Visit to the “Valle dei Cavalieri Community Cooperative” and meeting with the representatives</p> |
| 13:00 – 14:30 | Lunch in Succiso with participants of the “Community Cooperative School” |
| 14.30 - 16.00 | <p>Opening of the “Community Cooperative School”</p> <p>Speech by Colin Campbell and other members of the international delegation</p> <p>Meet with “I Briganti di Cerreto Community Cooperative” representatives</p> |
| 17:00 | <p>Transfer to “Apella’s Spread Hotel” managed by “Montagna Verde” cooperative</p> <p>Visit to the enterprise and meet with representatives</p> |
| | Dinner in Apella |

Saturday 21st October

Transfer to Pisa airport