

# THINKERS50 EUROPEAN BUSINESS FORUM 2018

## Making better choices ... applying new technologies for social innovation

*Business leaders need to look beyond profits, to the broader impact of business on society ... defining a higher purpose, and innovating their business as a force for good ... which demands "better choices". "Social innovation" is not new ... however the next generation of technologies – AI to blockchain, 3D printing to robotics – enable new ways to achieve this, and with more impact ... and more choices.*

**Day 1, Wednesday**  
**26 September ... the Why**

0900

**Introduction** by Peter Fisk  
Welcome by Peter Rahbæk Juul, Mayor of Odense

### Odense Moonshot

The Theme: Interview Des Dearlove and Stuart Crainer (15 mins)

### The new technology agenda

Blockchain Revolution: Don Tapscott, author (45 mins)  
Robotics Revolution: Esben Ostergaard, Odense Robotics (15 mins)  
Q&A (10 mins)

1030

### Break

1100

### The new social agenda

Countess Alexandra, author Ethical Edge – new challenges  
Andrew McCarthy, IE Business School – new ideas  
Johanna Mair, Stanford University - new businesses  
Javier Goyeneche, founder EcoAlf – new solutions  
(10 mins keynote each, then 2 x 5 mins Qs each on stools)

1230

### Lunch

1330

### Creating a better business

Connecting Mindsets: Erica Dhawan, author (25mins+Q&A)  
Shifting Mindsets: Chris Zook, Bain & Co (25 mins+Q&A)  
**Big Talk (audience and speakers)**  
How could social innovation transform your business? (30 min)

1500

### Break

1530

### Creating a better world

Consumer futures: Martin Lindström, author (35 min+Q&A)  
Business futures: Casper von Koskull, CEO Nordea (15 min+Q&A)  
Finding your magic: Tanyer Sonmezer, CEO MCT (15 mins)  
Creative Collisions: Tania de Jong, CEO Creative Universe (15 mins + opera)

1700

### CEO Moonshot Dinner

Starters– City of Odense, Brightline, Nordea (3x3min)  
Mains– Alex Osterwalder, Whitney Johnson, Tania de Jong (3x3min)

Context: The challenge of social innovation

Vision: The opportunities of social innovation

**Day 2, Thursday**  
**27 September ... the How**

0900

**Introduction** by Peter Fisk  
Welcome back, short interview with Ricardo Vargas, Brightline

### Thinkers50 Exponential Lab The Social Innovation Business Model

Alex Osterwalder, author (90 min workshop)  
Accelerated innovation process for business leaders  
Applying the business model canvas to social innovation

1030

### Break

1100

### Disrupting your business for social innovation

Whitney Johnson, author: disrupt yourself and others (25min+Q&A)  
Andrew Shipilov, Inseed: disrupt your network (25min+Q&A)  
**Big Talk: audience and speakers**  
How will you make better choices? (30 mins)

1230

### Lunch

1330

### How can leaders drive business as a force for good?

Matt Brittin, MD Google – technology for good  
Jimmy Maymann, Chair TV2 – media for good  
Jim Hagemann Snabe, Chair Maersk/Siemens – industry for good  
Mikael Trolle, sports coach - people for good  
(10 mins keynote each, then 2 x 5 mins Qs each on stools)

1500

### Break

1530

### The Thinkers50 European Business Lecture 2018

**How leaders can make better choices**  
Intro by Ricardo Vargas with Crainer and Dearlove (10 mins)  
Roger Martin, author (60 mins + Q&A)  
Summary and closing by Peter Fisk

1700

### After Party

Action: The process of social innovation

Leadership: Making better choices