

MON 28.06 CLOSED-DOOR ONLY FOR SWITCHERS

The Switchers: The Community, past, present and future

10:00 - 10:15 (Brussels Time)

Opening

10:15 - 11:30

Roundtable on The Switchers community

George S. Rishmawi / Palestine Heritage
Raowia Lamhar / Go Energyless Solutions
Rudaina Haddad / Bookagri
Saeed Heba / Wara'a
Youness Oazri / Ecodome Maroc

COFFEE BREAK

11:45 - 12:30

Working Groups to reflect on:

- A **Community organization mechanisms**
Conducted by Maya Karkour, Managing Director at EcoConsulting.
- B **Community services**
Conducted by Ahmed Yassin, Environmental Activist and Co-founder of Banlastic Egypt.
- C **Community communication strategy**
Conducted by Patricia Carbonell, Communications Manger at Revolve.

12:30 - 13:00

Conclusions

Towards a Switchers Manifesto. Presentation of the conclusions of the WG's.

TUE 29.06 OPEN TO EVERYBODY

The Switchers: Services and Opportunities

10:30 - 11:00 (Brussels Time)

Opening

11:00 - 12:45

Master Class

Investing for Impacts. (Organized with EVPA)

- **Introduction:** Florian Tuder – EVPA Training Academy Coordinator.
- **Impact Funds Reverse Pitching** moderated by Martijn Blom, EVPA Impact Funds Initiative Lead. And with the participation of Zeineb Fakhfakh – General Manager of Impact Partner, Yunus Social Business Network and Elena Casolari – Managing Director OPES-LCEF Impact Fund.
- **Conclusions:** Florian Tuder – EVPA Training Academy Coordinator

LUNCH BREAK

14:00 - 15:30

The Switchers Compass. 3 Workshops:

- 1 **Digital Marketing and Sustainable Branding.**
How to survive in the digital post Covid era. Conducted by Clemence Contant, Revolve and Sonia Ruiz, Noima .
- 2 **Nature based Solutions**
How to harness ecosystems into your business venture and profit from it.
Conducted by Alessandra Pomé, Associate Expert SCP/RAC, Emmanuelle Cohen Shacham, IUCN and Stefanos Kamperis, Staramaki SCE
- 3 **The Community Digital Support**
The Switchers.org, how to benefit from the new platform. Conducted by Giorgio Mosangini, SCP/RAC and Andrea Ruzo, SCP/RAC.

15:30 - 16:00

The Switchers Manifesto and Call to Action

Conclusions and way forward.