



## Sierra Gorda Earth Center

### and the International Association of Social Entrepreneurs

INVITE YOU TO

The First Workshop on Social Entrepreneurship

“Paths of Sustainability”

August 10-12, 2009



*“The urgent necessities of our world obligate the civil society to take action—through local leadership, an active sense of civic responsibility, as a solution of great power; when the civil society realizes its capacity for action, it recognizes the motivations for constructing the future as a great work, and that our society’s hope must come from profound motivations that inspire a life and involve our creative capacity in all its capacity.” Pati Ruíz Corzo*



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 Europe Staff



## Objectives

Promote the exercise of social power in favor of an emergent action that finds answers to the grave challenges of the present.

Become acquainted with the scope of different nationally and internationally recognized Ashoka projects.

Share keys of success for the crystallization of the detonating processes of change that raise social consciousness to greatest impact.

## Target Audience

**Universities, students preparing for careers related to sustainability, staff in NGOs, people involved in entrepreneurship initiatives, Ashoka national fellows**

## Location

**Sierra Gorda Earth Center in Jalpan de Serra, Querétaro, Mexico**

## Strategies

- Share the keys of constructing a social innovation process with strategic projects, and the fruits of exceptional social entrepreneurs in the world.
- Describe the advances in the valuation of social return of investment, including a cost-benefit analysis in the leadership of a real social entrepreneur.
- Demonstrate the values of social entrepreneurship in a replication of local initiatives, reinforcing the use of these practices to obtain success in other locations.

## Extra Activities

-A journey to the most beautiful places in the Sierra Gorda region, to become acquainted with the people and the ongoing projects located in their communities that they currently are managing: l@s serran@s.

(See the attached agenda. Extra cost.)



## Preliminary Agenda

### **Monday, August 10**

9:00 - 9:30 Welcome

9:30 - 11:30 Panel presentation comparing the intangible value of social entrepreneurship and the profit-making aspect of social entrepreneurship. Five social entrepreneurs will share and discuss the differences in the concepts and the development of the processes

11:30 – 14:30 Presentation on each project and the keys of its success

14:30 - 16:00 Lunch

16:00 -17:45 Presentation by two additional social entrepreneurs

17:45 – 19:00 Presentation on advances in the valuation of social returns (learnings)

19:00 Conclusion of the session followed by welcome event

### **Tuesday, August 11**

8:30 Walking field trip focused on intangible values in nature

1:00 Lunch at field trip location

4:00 Presentation on the keys of success matrix, rules of every social entrepreneur, and open discussion among the participants

6:00 Video presentations of entrepreneurs for the purpose of detecting new keys to success

7:00 Conclusion of session. Dinner on your own.

### **Wednesday, August 12**

9:30 A cost-benefit analysis of the leadership of a social entrepreneur

- Case Study: Healthy City, Peru
- Case Study: Ashoka, France
- Case Study: Sierra Gorda, Mexico

*In this exercise, participants will consider the differences between the valuation of intangibles as compared with the commercial values for the same actions.*



## General Information about the Event and Frequently Asked Questions

### General Information about the Event

**Last date to register:** August 3, 2009

**Date of the workshop:** August 10-12, 2009

#### Costs:

**Room with double occupancy (shared): \$625 U.S./** (Includes workshop, materials, full participation, coffee service, meals, and accommodations)

**Room with single occupancy (individual): \$645 U.S./** ((Includes workshop, materials, full participation, coffee service, meals, and accommodations)

**Location:** Sierra Gorda Earth Center (Avenue La Presa s/n. Col. Barrio El Panteón adjacent to Aquatic World, Jalpan de Serra, Querétaro, Mexico).

**To register, please contact:** Lic. Bibiana Rodríguez Beltrán, tel. (0052) (441) 2960242

**Process for registering:** (Communicate prior to registering to check availability.)

- 1.-Make a deposit to the account of the Sierra Gorda Ecological Group I.A.P. in Bancomer to account number 0443849651 or via the Internet using the interbank key number 012684004438496515.
- 2.-Send the record of deposit mentioned above via fax or scanned via telephone or via e-mail, indicating the number of persons that will be participating and their full names.
- 3.-Send the registration form, which can be found on page 1 of this document. If more than one person will be participating, please complete a separate registration form for each person. (Individual registration is the only way to access a scholarship.)

#### Directions for international bank transfers:

Name of Beneficiary: Grupo Ecológico Sierra Gorda, I.A.P. (Sierra Gorda Ecological Group)

Address of Beneficiary: Av. La Presa S/N, Barrio El Panteón, Jalpan de Serra, Querétaro, México, C.P. 76340.

Tels. 01 441 29 60242, 29 60229, 29 60700

E-mail address: gesgiap@prodigy.net.mx

Bank: BBVA-BANCOMER, S.A.

Account number: 0443849651

Bank key: 012 684 004438496515

Code SWIFT: BCMRMXMM

Branch: 5752 Jalpan de Serra, Querétaro

Bank address: Independencia No. 18, Col. Centro, Jalpan de Serra, Querétaro, México, C.P. 76340



## Frequently Asked Questions

### How do I arrive at the location of the workshop?

The Sierra Gorda Earth Center is located in the northern part of the state of Querétaro, in the city of Jalpan de Serra, where we have a very warm climate during the major part of the year. In winter, the temperatures descend to 5 degrees Centigrade, and the city is among the most beautiful in the Sierra Gorda.

### To Come By Car:

You can come to Jalpan de Serra via car departing from Mexico City by way of the following route:

From Mexico City – San Juan del Río – Tequisquiapan – Ezequiel Montes – Cadereyta-Pinal de Amoles – Ahuacatlán – Jalpan

If you are coming from a different city in Mexico, you may view various routes at:

[http://aplicaciones4.sct.gob.mx/sibuac\\_internet/ControllerUI?action=cmdEscogeRuta](http://aplicaciones4.sct.gob.mx/sibuac_internet/ControllerUI?action=cmdEscogeRuta)

### To Come By Bus:

**PLEASE NOTE: FOR THOSE TRAVELING VIA QUERÉTARO, WE HIGHLY RECOMMEND THAT YOU TRAVEL FROM THE CENTRAL BUS STATION OF THE CITY OF QUERÉTARO AT 8:10 A.M. OR 3:15 P.M. CALL TO CONFIRM THE DEPARTURE BY TELEPHONE FOR THE ONLY BUS LINE (PRIMERA PLUS) WHICH TRAVELS DIRECTLY TO JALPAN DE SERRA. SEE TELEPHONE NUMBERS BELOW. (PRIMERA PLUS HAS A YELLOW ARROW ON THE SIDE OF THE BUS AND HAS THE SAME TELEPHONE NUMBERS.)**

There are buses every day from the city of Querétaro with two companies:

1) You may purchase tickets for Primera Plus online at:

- <http://200.57.130.130/fapweb/primeraplus/Home/tabid/74/language/es-MX/Default.aspx>
- It is recommendable to depart directly from the main bus stop via Primera Plus: (3 hours travel time)
- Primera Plus departs from Sala A; a single fare is \$198.00 pesos
  - o Direct from Querétaro – Jalpan 8:10 and 15:10
  - o Direct from Jalpan – Querétaro 5:00 and 14:00



2) You may purchase tickets for Flecha Amarilla at:

- (<http://www.flecha-amarilla.com.mx/>) or 01 800-375-7587
- Flecha Amarilla departs from Sala C, and a single fare is \$142.00 pesos
  - o Schedule has departures every hour from 5:00 a.m. to 7:00 p.m.
  - o It makes some stops along the way.

### To Come By Plane

**From the International Airport in Querétaro, likewise there are various options for connecting with other cities in Mexico and the United States. For information, contact:**

- <http://www.aiq.com.mx/home.htm>  
Telephone: (442) 192-5500

**From the Mexico City International Airport there are various buses that depart for the city of Querétaro.**

- A single ticket for Primera Plus costs \$254.00 pesos and takes 3 hours of travel time between Mexico City and Querétaro.
- The schedule is:
  - o 6:15
  - o 7:00 to 12:00 every hour on the hour
  - o 12:45
  - o 13:30 to 19:30 every half hour
  - o 19:30 to 22:30 every 45 minutes

### What Clothes Should I Bring?

Bring comfortable clothes. The outdoor temperature in this season climbs to 45 degrees Centigrade.