

# Cities Growing to Greatness through Social Business

19th of August, Kongresshallen, Svenska Mässan, Göteborg  
20th of August, Marstrand

Get ready to make a difference. Days of innovations and solutions to environmental and social challenges. You are invited to experience and meet some of the great, creative minds of our time.



**Register now!**

## Day 1.

Challenges and opportunities of Social Business with a mix of young people and entrepreneurs as well as the municipalities and academia.

## Day 2.

A diverse gathering will discuss the questions of yesterday, aiming for the city of the future at the fortress of Carlsten at Marstrand.

**A spectacular** public music event by *Culture meets Industry* in the harbour of Marstrand will end these days of co-creation.

**Join the process of building the sustainable city of the future, where everybody has possibilities and where diversity is a key to success.**

## On stage

Groundbreaking ideas, real initiatives, new insights and global connections by applying and intersecting the concepts from *Social Business*, *The Blue Economy* and *The Medici Effect*:

### Professor Muhammad Yunus, Dhaka

Nobel Peace Prize laureate,  
author of *Social Business*.

### Professor Gunter Pauli, Cape Town

Environmental entrepreneur,  
author of *The Blue Economy*.

### Frans Johansson, New York

Innovation thought leader,  
author of *The Medici Effect*.



**Katharina Brunat,**  
**A Win Win World,**  
moderator.

# Cities Growing to Greatness through Social Business

Preliminary program 2015



**Magnus Rosén**

One of the world most talented rock bassists.

## August 19th

12.30 pm Registration at Congress Center, The Swedish Exhibition Centre.  
13.00 pm Introduction by the city of Gothenburg.  
Keynote speeches by Professor Muhammad Yunus – Nobel Peace Prize Laureate 2006  
Professor Gunter Pauli – environmental entrepreneur  
Frans Johansson - innovation thought leader  
The day ends with a panel discussion. The program will end 05.30 pm.

## August 20th

07.30 am Departure by bus from Nils Ericson Terminal in Gothenburg to the old fortress of Carlsten on the unique island of Marstrand.  
Introduction to the history of this special location and welcome by the municipality of Kungälv.  
Professor Muhammad Yunus and Professor Gunter Pauli will accompany us during the day, as well as many other remarkable persons.  
We will together interact, workshop and experience cultural surprises.  
The program of the day ends with a public music event on the water in the harbour of Marstrand at 9.00 pm.  
The bus leaves for Gothenburg with arrival around 11.00 pm.  
For those who chooses to stay the night, we will arrange a small snack and late night dialogue at Havshotellet. Rooms are available at [www.marstrands.se/en](http://www.marstrands.se/en)

## Choice of ticket

- Day 1-ticket à 2 900 SEK** Including: August 19th, coffee, 4 young grown ups 15-27 years. Musicevent in the harbour of Marstrand August 20th. Maximum persons 1 500.
- Day 2-ticket à 4 900 SEK** Including: August 20th, bus two ways Gothenburg / Marstrand, coffee, lunch, dinner, musicevent in the harbour of Marstrand August 20th. It also includes following up meetings during the fall. Maximum persons 200.
- 2 Day-ticket à 6 900 SEK** Included in this price: all above

## Register:

By sending an email to [info@intersectionpoint.org](mailto:info@intersectionpoint.org)  
An invoice will be sent to you.  
[www.intersectionpoint.org](http://www.intersectionpoint.org)



Partners: Göteborgs Stad, Kungälv kommun, Tyréns, Gullers Grupp, Ivar Kjellberg, Culture meets Industry, Johanneberg Science Park Higab, Archidea, KKiKK, Wikström VVS-kontroll, Öjared Akademi, Ekan, Modern Ekonomi, Perfect World Foundation, Inclusive Business Sweden, MAQS lawfirm.

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